# LAUNDRY JOURNAL

First in the Laundry Industry since 1893

MAY, 1954



Drive through at Bachelor's Laundry, Kansas City, uses space to left of adjoining building for entrance, roofed-over area behind building, between it and plant. Arrow shows exit. Story on page 16

Planning assures open-house success...page 12

Two-way radio speeds pickup service..page 24

Ticket code for quick cost analysis....page 34

As a business builder — there is no substitute for perfectly
starched shirts. So more and more laundries are relying on
Samette Starch exclusively. Why? Because customers insist
an good appearance, comfort and wearability.

A KEESTAR

HALF WHEAT

HALF CORN

THE KERVER STARCH COMPANY . COLUMBUS 15 OHIO

# The PERFECT Pair!



# SouLon

(100% Dacron) covers last more than thirty weeks on many chest ironersl

# Wondress

Jute-Back Cotton Pads last up to three times as long under SouLon. Southern Mills, Inc.

Southern Mills, Inc.

Jan. 15, 1954

Southorn Mills, Inc.

Gentlemen:

Soulon covers from an eight roll ironer coursuperior flatwork finish during this period, and the thirty pleased with the quality finish and to change the week period it was not necessary into the covers.

Increased from also that this type of cover with the wordens.

Jan. 15, 1954

Southern Mills, Inc.

Jan. 15, 1954

Jan. 15, 1954

Jan. 15, 1954

Southern Mills, Inc.

Southern Mills, Inc.

Jan. 15, 1954

Southern Mills, Inc.

South

SouLon and Wondress are truly

The Perfect Pair!

Order today from any supply jobber.

The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193 LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72 DETROIT 16: 1627 West Fort Street, Suite 515,

Phone Woodward 1-9673



# SOUTHERN MILLS, INC.

585 Wells Street, S.W., Phone Lamar 1991: ATLANTA 233 Broadway, Phone Beekman 3-9260; NEW YORK 2 Room 523 Second Unit, Santa Fe Bidg:,: DALLAS 1 Phone Prospect 3981



PUBLISHED MONTHLY SINCE 1893

# READER'S GUIDE

VOL. LXI, No. 5, MAY 15, 1954

How Denver Operators Fight Home Laundries.....

### **Features**

How Red Tag Planned "Hit" Open House	1
Drive-Through Beats Parking BanBy Lou Bellew	1
Twe-Way Radio Meets Competition	2
Advertising for the Laundryowner, Part 1	2
Ticket Doubles in Accounting	3
Cleaning	
Separate Site for Drycleaning	6
Engineering	
Modernized Engineering Meets New DemandsBy Joseph C. McCabe	7
Conventions	
L.S.A.A. Sets New Attendance Mark	40
North Dakotans Reelect Officers	42
Seminar at Pennsylvania Meeting	58
Ohio Laundryowners Convene	60
Sales Clinic Keynotes Boston Meeting	62
Asheville Draws 200	66
Departments	
Editorial B New Products and Literature	80
aundry News Notes	86
Rhapsody in Bellew 50 Convention Calendar	92
aundry Business Trends 54 Obituaries	93

### **Meet Bob Place**

It's not often that you run into an advertising and sales promotion man with the practical laundry experience of Bob Place. When we met him in Los Angeles last October we were impressed with his common-sense approach to laundry sales problems and the clarity with which he expressed his thoughts on the subject. So much so, in fact, that we instinctively turned to him when we began looking for a qualified man to write a series of articles for Starchroom on advertising for the laundryowner. Because the first of Bob's articles appears on page 28 of this

issue it seems appropriate to tell you something about him at this time.

A native of New York State, Bob was literally born into our industry—his father serving as employee, later manager, of several laundries in the East. When he was 9 years old, his family moved to Long Beach, California, where his father built the Nuway Laundry & Cleaners. Here Bob worked summers and after school at every kind

of job from counting in linen supply to shaking, tumbling, bundle tying, feeding and folding flatwork.

After his graduation from Stanford University, Bob entered into the management at Nuway, became active in various California laundry groups and syndicated his own advertising material for national distribution. In 1941 he won first prize in the American Institute of Laundering's contest for laundries doing their advertising without the aid of an agency.

After serving in the Army with distinction Bob decided to specialize in laundry and cleaning advertising and merchandising on a free-lance basis. At the present time he is secretary of the California Laundryowners' Association and the Professional Laundry Institute of the Long Beach Harbor area as well as advertising and merchandising counsel for various laundries, cleaners and allied trades firms.

Today the emphasis in our industry is on sales and unless we miss our guess it's going to be more and more so in the months ahead. By publishing Bob's monthly contribution on stimulating sales through advertising we shall be providing you with a well-written series of articles on a timely subject by an expert in the field.

In bidding adieu to Midge Reschetar we are not saying good-bye to Starchroom's Laundry Primer for long. We shall shortly announce resumption of this popular series on laundry production procedures—subject to be announced. In the meantime, the entire set of Midge's articles on finishing procedures will soon be available in booklet form.—Jim Barnes

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Index to Advertisers ......

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Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y

# "GET YOUR SCORECARD HERE!"

The white-coated barker looks down at the wide-eyed youngster by your side. "Got your scorecard, Sonny?" he asks.

The small hand squeezes yours, and its owner looks up at you pleadingly. You sigh, grin, then reach for the dime, and all's right with the world again—for a minute, that is.

Another dime, another Spring, and his first ball game. Sure takes you back, doesn't it?

And how about this Spring, Mr. Laundryowner? Is it "Take me out to the ball game" or "I'm tied up in the washroom."

No getting around it, today's washroom is headquarters for headaches. Countless kinds of fabrics and a multitude of mysterious soils. Small wonder that no simple mixture of soap and alkali made in your washroom can hope to solve the problem. And no *ordinary* built soap can, either.

But the problem can be solved . . . solved by a new product born of twelve years of tireless experiment in the laboratory. Solved by a product now tested and approved by hundreds of new laundry users everywhere:

New PRIME SOHP with SHOCK-TROOP ACTION!

Here at last is a complete product which washes clothes brilliantly clean REGARD-LESS OF THE DEGREE OF SOIL!

A complete product which "job-rates" itself to the type of soil in the load!

A complete product which fires barrage after barrage of reserve alkali washing power (OH) into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye, with minimum tensile strength loss!

Here is a complete product with a chemical brain, unerringly changing its washing power to the amount of soil in the load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, yet protecting the fabric from over-alkalinity.

For New PRIME SOHP with SHOCK-TROOP ACTION is far more than mere tallow soap and alkali. It is twelve chemically-balanced built soaps in one — welded together in perfect union by homogenization in a giant spray tower more than four stories high!

Sound like broad claims? Rest assured that no manufacturer has ever been better able to prove his case. Ask any regular user of New PRIME SOHP with SHOCK-TROOP ACTION. Ask the hundreds of laundry-owners who have switched in the few months since it was announced to the trade.

They'll tell you that their washroom problem is no more. They'll tell you that customer "quits" are decreasing daily, that their washes are building a reputation for quality, and that new customers are on the rise. They'll tell you that damage claims are becoming fewer daily.

But don't take our word for it. Now — today — get a trial order of New PRIME SOHP with SHOCK-TROOP ACTION from your own jobber. Call him right now.

Then, use it hard; use it regularly; use it critically.

Like countless others, you'll find your washroom problems waning. And you'll find your washes 15% brighter to the naked eye.

You'll agree that New PRIME SOHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If not, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Gulton President Beach Soap Company Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products

# Like putting money in the bank



INTERNATIONAL RM-120 Series. GVW ratings, 5,400 to 6,600 lbs. 73/4, 91/2 or 101/5 foot body lengths, standard or flatback styles, 102, 115, and 122-inch wheelbases.

Laundry and dry cleaning delivery costs start going down the day International Trucks with Metro\* bodies are put to work in pickup and delivery service. This is fact—proved by operators whose cost-record evidence has made Internationals with Metro body the multi-stop leader for 16 straight years.

These famous Internationals are all-truck engineered . . . built to stay on the job. And they are economy-engineered to give maximum miles per gallon of gas and quart of oil.

Further, they save driver time and energy, boost driver productiveness because they are easy to load and unload, easy to maneuver in traffic and on routes.

All of these things add up to more profit from each of your delivery routes . . . more money in the bank. Ask your International Dealer or Branch for complete facts—and a demonstration. A phone call will set it up. Time payments arranged.

INTERNATIONAL HARVESTER COMPANY . CHICAGO

# NO OTHER MULTI-STOP TRUCK GIVES YOU SO MANY EXTRA-VALUE FEATURES

**Big Payload Space.** Eight body sizes, two body styles—standard or flatback. Four body lengths  $-7\frac{3}{4}$ ,  $9\frac{1}{2}$ ,  $10\frac{1}{2}$  and 12 feet, in capacities ranging from 243 to 392 cubic feet.

Six Chassis Models. 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 11,000 pounds.

**Extra Driver Convenience.** Full 6-foot headroom. Low stepwells. Sliding front doors standard, folding doors optional. Six rear door options.

Real Driver Comfort. Folding, adjustable, foam-rubber seat. Easy-riding broadleaf springs with double-acting shock absorbers. Low center of gravity. Comfort-designed toe-board angle.

Outstanding Economy. Hi-tensile steel body construction throughout. Famous long-life, money-saving INTERNATIONAL Silver Diamond engine with improved downdraft carburetion. Big, 11-inch, easy-operating cushioned disc clutch.

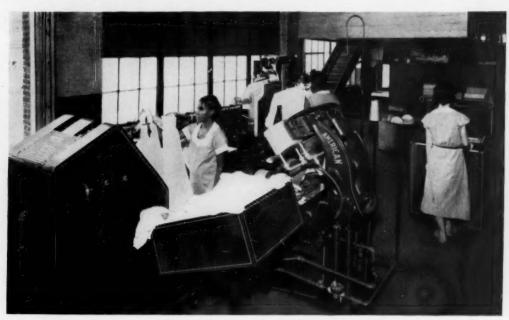
International Harvester Builds McCORMICK® Farm Equipment and FARMALL® Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Better roads mean a better America



INTERNATIONAL TRUCKS

Standard of the Highway



One of 4 Formatic Shirt Units that replaced 5 profitstealing units at White Way Laundry, Nashville, Tenn.

# 12 Operators

do the work of 20 /

No Magic / Just Four New American
Formatic Shirt Units At Work for
Nashville Drive-In Laundry!

White Way Laundry, Nashville, Tenn., is handling more business, delivering better quality, and doing it with 8 fewer operators on the payroll.

White Way's secret? Replace low-production equipment with American Formatic Shirt Units—a secret you can share for higher production, finer quality, savings in labor!

You'll find the American Formatic Shirt Unit a marvel of speed and efficiency. The Formatic Sleeve Finisher accurately measures exact sleeve length for quality cuff-to-shoulder ironing—is controlled automatically. The Formatic Press form-finishes both front and body of shirt in one fast operation. The Formatic Folder automatically folds finished shirts—neatly, uniformly, with real customer appeal . . . even inexperienced folding operators get top results.

If your object in business life is to make friends—and money, get all the facts about an American Formatic Shirt Unit for your plant. We'd like to show you our motion picture showing how the 3-Operator Formatic Unit produces 150 shirts an hour. Call in your American Representative, or write us direct.



Representative. Rely on his advice in your selection from the complete American Line of equipment. Backed by our 86 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance any time . . . no obligation.



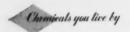
World's Largest, Most Complete Line of Laundry and Dry Cleaning Equipment











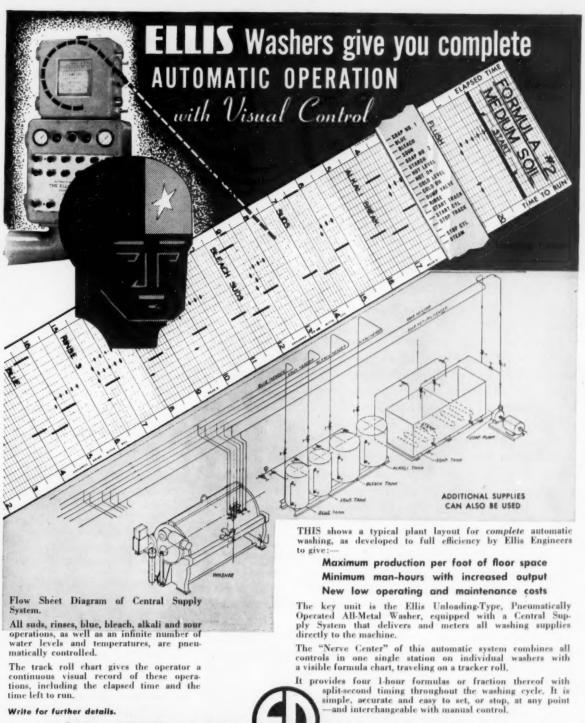
you tapped How long has it been since you stepped back and took a long look at your washroom methods and materials? Quite a while? Then why not make sure now that you are using the latest this methods to insure good results and good profits.3 source of with the latest in the industry. laundry

Have

Call in the DIAMOND Technical Serviceman. He is a full-time specialist in washroom methods; knows all the newest and best ways to better results; experienced in finding solutions to every type of washroom problem. He'll analyze your washroom procedure, your water supply and the nature and type of work you do. And at no cost to you, he'll recommend a formula to bring your washroom methods up to date

This is a free service of DIAMOND, makers of the engineered line of detergents, sours and blues. Just call or write your DIAMOND Laundry Distributor or DIAMOND Sales Office.





The ELLIS DRIER CO.

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

# Starchroom Editorial

# Neighborhood, drive-in, quick service

Four hundred two laundryowners across the nation responded to the American Institute of Laundering's questionnaire on neighborhood, drive-in and quick-service operations. Because the replies represent the thinking of 13.4 percent of AIL's members, and 93 percent of them came from operators who have had actual experience with some kind of store operation, they are important.

The number of locations *outside* the main plant represented in the survey totals 722, of which 624 are stores and 98 are branch plants. Fourteen percent of the branch plants perform all of the normal laundry processes on the premises, 55 percent mark in, 53 percent wash, 51 percent dry-tumble, 46 percent process drycleaning, 28 percent wrap out, 22 percent finish shirts and 12 percent finish flatwork.

Forty of the 98 branch plants offer self-service and, when asked if they thought it promotes regular laundry business, 37 of the 59 who answered said yes. Eighteen percent of all locations offer curb service and 54 percent off-street parking. When queried as to the best location for a store or branch plant, 228 operators said the suburbs and 59 downtown; 115 did not answer.

When asked if they thought cash-and-carry discounts are effective in promoting business, 210 operators said yes, 144 said no. Fifty-nine operators offer discounts in excess of 10 percent, 126 offer discounts of 10 percent or less and 189 offer none at all.

AIL has published the survey findings in Special Report No. 208, copies of which are available upon request.

The report confirms a trend which we have long observed. It breaks down replies to the above and several other questions by geographical cost districts, thereby enabling readers to make more direct, local comparisons. It is regrettable that it doesn't contain more detailed cost figures than it does, but most plants are unable to supply them.

The report is important because it is loaded with direct quotations from experienced operators. These should be studied with care by the many laundryowners who are currently thinking of a neighborhood, drive-in or quick-service activity.

"The chain reaction that didn't happen" is how Lawrence Fertig, financial writer for the New York World-Telegram, describes certain things that should have occurred (according to predictions) when the Gross National Product, or total output of goods and services,

began to decline last year. The GNP reached a peak of 371.4 billion dollars in the second quarter of 1953. In the first quarter of this year it had receded to 359 billion.

This decline should have set off a new series of events—but it didn't. A deep recession should have resulted, because cutbacks in one sector of the economy lead to cutbacks in others until the entire economy is undermined and depression results. But the chain reaction never took place.

Total of inventories started to slide in September last year after reaching 82 billion. In March it fell to about 80 billion. When this happened, unemployment was supposed to roll up at an increasing rate. Production was supposed to slide even faster. Investment in new plant and equipment should have declined radically. But the recession has been rather gentle.

Production in factories and mines declined a little over 10 percent from the peak of the boom, and while unemployment during this time increased from about 1.5 to almost 4 million, the rate of unemployment has now leveled off to a great extent.

Laundryowners in localities where the unemployment has been sharpest may find little consolation in a review of these facts. However, across the nation the recession seems to have leveled off and first-of-the-year predictions that 1954 will be the second best year in the country's business history still seem safe. This points up once again that a rediscovery of the lost art of salesmanship should still be uppermost in every laundryowner's mind. It's our guess that it's the smart merchandiser, the sales-minded, advertising-minded operator in our industry who will really come into his own in the months ahead,

# BISHOP Transporters MAKE YOUR PLANT BIGGER

# Let Valuable Floor Area Do Double Duty



# **BISHOP 3-SHELF TRANSPORTER**

For quickest, easiest transport of garments from finishers to sorters and packers. No extra handling to waste expensive labor or detract from quality, Gleaming electrogalvanized steel rods on angle-iron base with 3" Neoprene swivel wheels. Shelves 26" wide, 18" deep, 15" apart, slanted to back to prevent articles falling off during transport. Over-all height 64

3-Shelf Transporter, No. B29-11..\$45.00

# Let In More Light ... More Air

## BISHOP SORTER-TRANSPORTERS

Banish your bulky, fixed, dust-catching solid bins...replace them with Bishop Sorter-Trans-porters that can be rolled where they're needed; rolled away when out of use. Sturdy steel-rod construction on iron frame, 3" Neoprene swivel wheels. Two types, two bin widths.

15 Bins, 15"x18"x10" wide, No. B29-3 \$99.00 15 Bins, 15"x18"x13" wide, No. B29-8 \$110.00 20 Bins, 15"x18"x10" wide, No. B29-20 \$109.00 20 Bins, 15"x18"x13" wide, No. B29-21 \$127.00



# Save Steps... Save Time... Save Labor



### BISHOP PAK-AGE-KART

For fast, effortless transport of packaged work to shipping department; for easiest distribution of operating supplies to production units. Two shelves, 60" long, total capacity 70 shirt boxes. Steel end frames curved as push handles and "bumpers." Unit only 18" wide to go through narrow

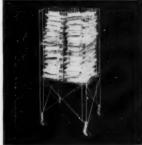
Bishop Pak-Age-Kart, No. B29-13, \$139.00

# Eliminate Space-Wasting Storage Tables

### **BISHOP SHIRTRANSPORTS**

Cut handling costs, safeguard quality, speed your production between shirt folders and sorters. No extra handling between shirt folder and sorter; no carrying. No reaching or stoop ing, no spilling or crumpling. Unit can be ShirTransport "100" (for 100 shirts), No. B29folded in 3 seconds to 1/5 its open size for outof-way storage. Rolls on 3" Neoprene wheels. 100, open size 45"x19"x51" high, ea. \$61.00; of 3, \$36.00 ea.; lots of 6, \$35.00 ea. ShirTransport "100" (for 100 shirts), No. B29-

100, open size 45"x19"x51" high, ea. \$61.00; lots of 3, \$60.00 ea.; lots of 6, \$59.00 ea.



G. H. BISHOP CO., EVANSTON, ILLINOIS

# FOR SAFEST, EASIEST Lowest Cost

HANDLING OF WET WORK AND DYE LOTS



# STAINLESS STEEL

Outlast all other trucks because they're made of tough, durable stainless steel to take roughest treatment year-in and year-out, Can't rust or correde; can't spet or stain the load. The shiny surface stays smooth . . . no roughness or splinters to snag fabrics or fingers . . is not affected by washing chemicals, Heavily built, properly balanced, handle with greatest ease on 5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends. Rounded corners protect equipment and operators . . . prevent tearing of fubrics during unloading. Many Bishop Truck Tubs have been in continuous use for more than 20 years. Your first cest is your last, Fur-nished with woed drainboard and brass outlet cock. Two sixes:

Bishop No. 2 Stainless Steel Truck Tub, 22"x34"x25", with steel-tread wheels, No. 82-9 .....\$195.00

Same, with rubber-tread wheels, No. B2-10 .....

Bishop No. 3 Stainless Stool Truck Tub, 26" x 36" x 25", with steel-tread wheels,

Same, with rubber-tread wheels, No. 82-18.....\$220.00



MANUFACTURERS SINCE 1893



# Action When You Need It From Troy Field Service

by H. S. Rohm, National Service Manager Troy Laundry Machinery Division East Moline, Illinois

When you need action in a hurry, remember that service on Troy laundry machinery is no farther away than your telephone. A network of Troy factory-trained technicians are strategically located throughout the country. One will be at your plant as soon as plane, train or auto can get him there. Your service work will be performed by competent

Your service work will be performed by competent hands, for Troy field men are employed exclusively to keep Troy equipment in tip-top operating order. Not only that, but they can furnish genuine Troy parts for machinery built as long ago as 60 years!

Thousands of laundrymen have gained by having authorized Troy field servicemen make adjustments and replacements. For instance, a laundry operator in Sacramento, California, recently wrote:

"I just can't resist telling you how impressed I am with the excellent service, the general attitude and the concern shown by your representatives in our behalf. It is most gratifying to know that TROY is not just trying for the order and then forgetting about it (very common today); instead, TROY evidently concentrates on SERVICE ABOVE SELF... WONDERFUL."

As another example, a laundry owner in Pipestone, Minnesota, wrote:

"We want to express our thanks for the fine cooperation of your mechanic who repaired our ironer. We are very well pleased and satisfied with the way he went about the job."

Before buying new laundry machinery, you owe it to yourself to find out first whether other manufacturers offer service facilities as complete and prompt as Troy's.

# How preventive maintenance cuts laundry operating costs

Most laundry operators have a preventive maintenance program on their delivery trucks because it ultimately saves money on parts and labor. Preventive maintenance will do the same thing for machinery inside the laundry.

When a neglected laundry machine goes down for repairs, bills run higher, employees stand around idle and customers complain about the service. But laundry operators can often *avoid* these profitcutting emergencies by frequent check-ups, cleaning, minor repairs and adjustments.

Experience has shown that the most economical and safest procedure is to call in the factory-trained technician. The Troy serviceman is ready to answer your call.

# GET DETAILS ABOUT TROY SERVICE IN YOUR AREA

Simply mail the coupon for details of Troy service in *your* area. It won't take a minute and it might well mean substantial dollar savings in the future.

	LAUNDRY MACHINERY, Dept. SLJ-554
	ion of American Machine and Metals, Inc. Moline, Illinois
	out obligation, tell me when a Troy service mechanic eduled to be in my neighborhood.
FIRM P	IAME
STREET	ADDRESS
CITY	
ZONE	



Savings in money, time and effort keynote advertising of Professional Laundries of Denver. Institutional ads push launderers' side of home vs. commercial laundering question

# How Denver Operators Fight Home Laundries

OUT WEST they're going after the home laundry boys. For months, Professional Laundries of Denver, part of Denver Laundry Owners Association, has been eyeing the inroads of the manufacturers of home laundry equipment. These manufacturers imply that for "less cost" housewives can easily do the family wash "just as well" and "just as easily" as the commercial laundry. This is the propaganda the Denver group is fighting.



Advertising committee of Professional Laundries of Denver meets to approve ads. Seated, left to right, are Gus Anderson, Jr., Silver State Laundry, and Stanley Orlin, Gigantic Laundry. Standing are Bruce Corrick, Denver Laundry, left, and Mark Parnall of ad agency

Consumer education keynotes the campaign to wean the housewife away from the idea that she's saving money and doing a top-notch job in her home laundry. Laundryowners know that various manufacturers of home laundering equipment and supplieswashers, driers, detergents, soaps and bleaches-have lightly skipped over some cost factors when they suggest that the housewife saves money by laundering at home. Items such as cost of water and its heating, cost of equipment and materials, interest on money spent on the equipment, time, effort and wear and tear on the housewife's disposition are lightly glossed over. Few housewives realize that laundering at home will save money only if they place no dollar value on their time or labor. And no housewife can afford to waste time that could be used more efficiently in improving her home in other ways.

This is what Professional Laundries of Denver tells the consumer. The group has a twofold plan: to sell commercial laundries to the public and to dispel the false impressions of many housewives. Here's how they do it.

1. Full page ads in the Rocky Mountain News, a tabloid daily, hit the housewife on Monday mornings. This selection was based on the premise that laundry decisions in most homes are usually made on Mondays. The ads stress time, energy and money savings gained by using commercial laundries.

2. Car ads give mass impact economically as a supplement to newspaper ads. In addition, they reach many working women, considered good prospects by Denver laundries.

 Delivery trucks of member laundries are sporting varnished car cards, which are also displayed in store windows.

4. Monday-morning radio audiences catch a spot announcement on one of Denver's popular programs, immediately following a weather report. Designed as a tie-in with the report, when the weather is clear, the spots promote laundries as a special service group. When it's bad, they sell commercial laundries as a means of eliminating bad-weather laundering worries.

The advertising committee of Professional Laundries of Denver directs the campaign with Hal Neimann Associates, advertising and public relations firm. The group realizes that this has to be a long-pull promotion to meet effectively the large advertising budgets of home-laundering equipment manufacturers.



Guided tours at three-day open house attracted over 1,000 visitors. Here allied-tradesman guide demonstrates to group of schoolchildren that last rinse water is pure enough for goldfish to swim in

A MUCH BETTER SALES STORY can be told by the professional laundryman than by his competition if he will only tell it. That's the philosophy of Charles J. DuPont, president of Red Tag Laundry & Dry Cleaners, Inc., Norwich, Connecticut. He believes that the average laundryowner hides his light under a bushel and, so far as his own plant is concerned, he has done something about it.

For the past three years Red Tag, which has continuously served the eastern Connecticut area since 1906 despite two wars, the depression and the 1938 hurricane which destroyed the plant, has been undergoing a gradual modernization program in all its departments. As the program approached completion, Mr. DuPont and his son, Pierre, who joined the organization in 1951, began to plan the most effective way in which they could get their sales story across to residents in the Norwich area. Here's what they did.

They held an open house at the plant on April 20, 21 and 22 to which everyone in the community was cordially invited. The invitations were first extended in person by Red Tag employees to everyone with whom they came in contact for a period of two or three weeks before the event. Each route salesman, store clerk and plant worker was given a batch of handbills stating the dates and hours on which the plant would be open for inspection and assuring the reader a hearty welcome.

As the employee presented the invitation he asked the recipient to sign his or her name on the back of the bill and present it at the door on arrival.

# How Red Tag Planned "Hit" Open House

Staff, allied trades, promotion contribute to successful debut of modernized plant

By JAMES A. BARNES

A cash bonus was presented by Mr. DuPont to each of the employees in the three groups (route salesmen, store clerks and plant workers) whose name was signed on the greatest number of invitations turned in.

This was the first of many steps in the program designed to assure the single most important ingredient of a successful open house—employee enthusiasm. It also emphasizes the fact that a successful open house should achieve two equally important objectives—improved customer relations and improved enployee relations. In fact, Mr. DuPont found that the latter may actually prove to be more important than the former to the success of his business over the long-run.

Additional public interest was aroused in the affair through three other media. Eight one-minute spot announcements were broadcast over the local radio station during the two days immediately preceding the open

house; a series of advertisements sponsored by Red Tag's contractors and suppliers was spread over most of two pages of the Norwich newspaper the day before and the first day of the event; and specially engraved, handaddressed invitations were mailed to the clergy, schoolteachers and public officials of the city.

### Allied tradesmen cooperate

In the advance stages of planning Mr. DuPont asked for, and received, the unqualified cooperation of the firms from which he buys equipment and surplies. He frankly states that without this willing help the project never would have been the success it was. One machinery manufacturer sent a special representative to demonstrate the operation of his equipment. Several sales representatives of other firms acted as guides for the conducted plant tours, explaining each operation in detail according to a pre-

# Don't Miss It!

12:45 P.M. until 3:30 P.M. Tuesday, Wednesday & Thursday 5:00 P.M. until 8:00 P.M. April 20, 21 and 22

## **OPEN**



### HOUSE

Imagine serving over 8,000 customers — thousands of shirts — tons of sheets, pillow cases and towels — thousands of suits and dresses — carpets and rugs EACH WEEK! WE DO! And much more too! Come and see Connecticut's most modern LAUNDRY — DRY CLEANING — FUR CLEANING and GLAZING — RUG SHAM-POOING establishment in full operation Make it a party — bring your family and friends.

# Welcome

# The Red Tag Laundry and Dry Cleaners, Inc.

Eastern Connecticut's Laboratory of Cleanliness
Trading Cove, Norwich Phone Turner 7-2541
(Ample Parking Facilities)

April 20, 21 and 22, 1954

12:45 - 3:30 P.M. 5:00 - 8:00 P.M.

Handbills giving open-house hours were distributed by employees. Visitor's Guide (right) included descriptions of all departments, services and prices; gave store locations and routes. Radio, newspaper ads and engraved invitations to selected groups also publicized event





Display of finished work was included in carefully organized tour

arranged plan. Additional guides were recruited from the ranks of former Red Tag employees who were happy to return for the occasion.

The guides plus all employees in the plant and office were supplied in advance with a "Laundry and Drycleaning Fact Sheet" which read as follows:

"Guides or tour leaders don't have to memorize their talks, but their material is outlined. This provides for consistency of information, especially where statistics are concerned, such as production figures.

"Visitors are told about the opera-

tions of the departments; history of the firm; its policies on price, employment; the functions of the American Institute of Laundering and National Institute of Drycleaning; and care of clothing. They are encouraged to ask questions. Emphasis also is placed on the AIL's Certified Washable Seal program.

"Through these tours the housewives are learning that it takes a professional to do a professional job of laundering and drycleaning. That is one Red Tag method of building goodwill and volume.

"Before the first woman is allowed to go behind the scenes, we must plan the program with all details in mind. Nothing must be left to chance. What has to be said, how it should be said, and who is to say it, must be determined beforehand."

The weeks before the open house were devoted to a complete cleaning up and repainting of the entire plant. By the time the first visitor arrived everything was sparkling clean; not a tool or ladder lay on the floor. Every piece of movable equipment was in its proper place. No unsightly object, lint or dirt met the eye. The floors looked clean enough to eat off!

Each department was clearly marked with a sign and each employee at every work station was neatly attired in a sparkling white uniform. The women workers wore bright red carnations. The effect was bright, clean and snappy.

The will with which everyone in the plant "turned to" in the cleaningup and planning stage was a definite lift to the morale of the entire organization. By the time the doors were opened to the public enthusiasm was at a high pitch.

There were two sets of visiting hours each day. The first ran from 12:45 to 3:30 in the afternoon; the second from 5:00 to 8:00 in the eve-

## FREE! FREE! FREE! \$300 WORTH OF RED TAG QUALITY SERVICES

Here's a chance to win one of the sixty \$5 service prizes RED TAG is offering to celebrate its OPEN HOUSE. Winners have their choice of ANY of the quality RED TAG services up to \$5.00. Here's all you do:

- 1. Read the following poem.
- 2. Add in your own words a suitable, rhyming last line.
- 3. Mail your entry to RED TAG LAUNDRY AND DRY CLEANERS, P. O. BOX 2, NORWICH

... before May 1, 1954.

# THANK YOU

As we all take pride in our homes and our schools, In our churches that guide, lift and lead,

So RED TAG takes pride in being a part For this we are grateful indeed.

To express this to you these most thirty years We endeavour to aid, please and serve

With quality, courtesy, promptness and care

(Complete in your own words)

EXAMPLE: No less do our good friends deserve.

I hereby agree that the above will become the property of Red Tag Laundry and Dry Cleaners for whatever advertising or promotional use they may make of it, and hereby waive any claim.

(signature)

(address)

Poem was composed for the occasion by Mrs. Althea Wheeler, new executive vice-president of Connecticut Launderers and Cleaners Association

ning. Production schedules were shifted so that all employees inside the plant worked only during those hours on the three days of the open house.

## The guided tour

Visitors entered the plant at the garage door where they were asked to sign the register, or guest book. Each was presented with a "Visitor's Guide"-a four-page leaflet containing an outline of the tour, step by step. The leaflet also contained a complete description of the services Red Tag offers, prices, the towns served surrounding Norwich and the location of each of the seven stores.

The receptionist then presented to each guest an entry blank for the Poetry Contest (see illustration) and introduced the guide who escorted the next group through the plant.

The first stop was a darkened part of the garage where the group was shown the AIL colored slide film, "Every Day Is Monday," and the color movie, "After The Ball Is Over," produced by the Oklahoma Association of Cleaners and Dyers. From this station each group was conducted to the rug cleaning department where, in addition to inspecting the equipment, they were shown a display of Oriental rugs and given a brief history of the Oriental rug industry by Joseph Stevens of Springfield, Massachusetts.

All stations on the ground floor were then covered in order. These included the laundry department and boiler room. Every marking and identification procedure was described by the guide, washroom formulas were explained in detail, and damp assembly and dispatching procedures were observed. The group was then conducted

through the tumbling and various finishing stations where, again, questions were encouraged and every one of them answered before the visitors moved on.

The drycleaning, fur and de luxe laundry finishing departments on the second floor were then covered with exactly the same attention to detail. Also on this floor was a display of finished work where attention was invited to the fact that everything is packaged with care. All sweaters and blankets in the display were wrapped in heat-sealed cellophane to make them attractive, dustfree and impervious to moth damage when stored at home. Shirts and dresses, curtains and draperies-every type of work processed-were part of the eye-appealing display.

Back on the ground floor, the group was conducted to the drive-in store and office at the front of the plant. Here the different types of office machines, the telephone switchboard, general bookkeeping system and various reports were explained. The office girls were assisted in this by a representative of a local office-supply house. Here all questions concerning services offered, prices and delivery schedules, as well as drive-in, branch store and route operations, were carefully an-

swered.

### **Education takes**

It was at this point that one customer of long standing turned to Mr. DuPont and told him that she now understood, for the first time, why her drycleaning bills ran between \$16 and \$18 every week! That was but one indication to him that this type of customer relations, or education, is sadly needed-even in the case of old, seemingly satisfied customers.

Mr. DuPont says it is impossible to accurately compute the cost of his open house because his modernization program had been in progress so long that he cannot clearly define which expenses should be allocated to that and which to the painting and cleaning up which it necessitated, regardless of the open house. However, he does know that over 1,000 people passed through his plant in three days. His personal chats with most of them convinced him that not one in a thousand people has any conception of the type of equipment, number of employees and different techniques employed in a modern laundry. Further, the cumulative effect of the open house lingers on. Several groups have asked for conducted plant tours after hearing about the open house.

"It's not too costly if your plant is in A-1 condition," he says. "If it isn't, why not clean it up?"



# developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC. 2236 PITKIN AVE., BROOKLYN, N. Y.

Datex is Gibraltarized! (Pre-shrunk) Will shrink less than other Dassan Flatwark Ironer Covers.

"DATEX"
COVERS
AVAILABLE IN:

90"x120" | 72"x120" 90"x110" | 72"x110" 90"x100" | 72"x100"

Send for information, samples and prices.

Sold through leading distributors everywhere.



Close-up views of entrance (left) and exit of drive-through made possible by purchase of adjoining medical equipment company building. Lot to left of entrance also belongs to Bachelor's Laundry. Drive-through starts with 35-foot-wide entrance to left of purchased buildings.

ing (which did not run back to property line), continues through roofed-in area behind it and between it and original two-story laundry plant at right. Customer's cars enter and exit on heavily traveled main street with no parking permitted in front of laundry

# Drive-Through Beats Parking Ban

How Bachelor's Laundry Company licked a cashand-carry loss threatened by a no-parking rule

By LOU BELLEW

# For Men Only

The Bachelor's Laundry Co. has always been exclusively a man's laundry. Not a single lady's garment is processed in the laundry plant even today, according to Mr. May. Flatwork gradually was forced on him even though he tried to price it out at 15 cents per pound. The price was raised to 20 cents and flatwork increased; at the current price of 25 cents per pound volume is still increasing on this service.

The company, in business since 1915, installed a synthetic cleaning department at the rear of the adjoining building just five weeks ago, catering to men only. Suits are priced at \$1.40; with the discount, \$1.19 cashand-carry. Quality on the new service is stressed, with all linings hand-finished and all garments delivered in polyethylene bags. With the installation of a 
drycleaning sign outside the plant and radio announcements 
on the preceding Friday, the 
plant did \$100 on Monday, its 
opening day. After five weeks 
the new department exceeded 
\$500 per week. There are five 
employees in the 40-foot-by-36foot department.

But it's no longer exclusively for men—they're taking a few ladies' dresses! WHEN THE CITY FATHERS of Kansas City, Missouri, passed an ordinance prohibiting rush-hour parking in front of his plant, James H. May was faced with loss of his cash-and-carry volume. His Bachelor's Laundry Company was and is located on one of the city's main trafficways, just out of the business district.

Mr. May's first attempt to save his drop-in trade was to purchase a large lot across the street from the laundry and convert it into facilities for customer parking. This move proved unsatisfactory since the heavy traffic prevented customers from crossing the street in the middle of the block. A 25-foot lot next door to the plant used for loading and unloading route trucks could not be turned into a customer parking lot, since it had no access to any alley.

The ultimate and successful solution was construction of an ingeniously planned drive-through. Fortunately, the building next to the laun-

# a round of applause

for Metso Detergents...basic silicates for all formulas



Laundryowners from coast to coast give Metso a hand.

# For what they do -

Each Metso is a star performer. In any formula, expect better washing action. Metso quickly starts working on soil, suspends it in solution for easy rinsing. Soluble silica content of Metso Detergents prevents dispersed dirt from redepositing on the clean load. Use Metso in all classifications and get a hand from your customers.

Family whites • colored loads • heavily soiled loads • linen supplies • wiping rags • diapers • rugs • blankets.

# For what they are -

Metso's uniform quality insures fast solubility. Each Metso is carefully sized for easier handling. Conveniently packed.

- Metso Granular, original hydrated metasilicate
- Metso Anhydrous, anhydrous sodium metasilicate (U. S. Pat. 2,239,880)
- Metso 99® sodium sesquisilicate (U. S. Pat. 2,145,749)
- Metso 200, concentrated sodium orthosilicate

Let us quote on your requirements and furnish suggestions for your formulas.

PHILADELPHIA QUARTZ COMPANY 1160 Public Ledger Bldg., Philadelphia 6, Pa.

Distributors Located In Over 65 Cities

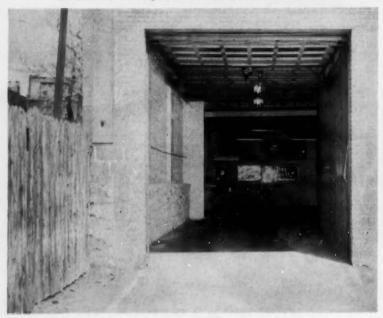




Huge sign across street from laundry calls attention to drive-through entrance. Sign is set up on lot bought for customer parking, abandoned when traffic proved too heavy for crossing street safely



Entrance to drive-through is 35 feet wide. View here is toward street



Reofed-in area behind medical equipment building purchased next door to plant. Fence at left marks properly line. Although perspective does not show it, distance to wall of laundry plant in far background is almost 75 feet. Entranceway is closed off at night with 12-footwide overhead door

dry plant did not go clear back to the property line. Also, Bachelor's owned the two properties beyond. By purchasing the adjacent building (a medical equipment company), Mr. May was able to go ahead with his cash-and-carry-saving construction.

# All-weather protection

With a vacant lot on both sides of the newly purchased building, the space to the rear and the lot between that building and the plant were roofed over for all-weather protection. The move created an entrance drive 35 feet wide beside the new building, a 16-foot width at the rear, and a 25-foot space beside the main plant for the customers to proceed on out into the street.

Entrance to the roofed-in drivethrough is on the south side through a 12-foot overhead door. This is left open even during the winter without too much cold air entering. Unit heaters are faced in the direction of the exit door which faces the east. This 10-foot overhead door is operated by the counter girl through a control button at the counter.

Customers enter the 35-foot-wide paved entrance, turn to the right through the roofed-over section behind the adjoining building, turn right again to be waited on in the section beside the laundry plant, then proceed on out into the street.

One girl works the counter, which is placed near the plant wall in front of the large door into the laundry storage room. She uses an intercom system to call names and numbers to the bundle boy inside the storage room; he brings out the order and places it on her counter. The customer need not get out of the car since either the counter girl or the bundle boy

Meet the Spring Demand



By replacing your obsolete machinery with streamlined and efficient Hammond Automatic equipment, you can not only meet the Spring rush, but turn out customer work that keeps them coming back again and again. With Hammond automatic washers, extractors and tumblers you can turn out highest quality work in a much shorter period of time. Built for years of sturdy, efficient service, your Hammond automatic equipment will mean soaring profits this Spring and every Spring. Write today or contact your nearest Hammond dealer.



HAMMOND 36x30 open end Tumblers



HAMMOND Wizard Extractors Available in sizes 17" — 20" — 24" — 26" — 30"



HAMMOND BUILDING . WACO, TEYAS

CLIPH	N C	end all av	railable information	
П			il with price	s and de
П	Name .	 		
П	Address			
П	City	Zone	State	
님	Hammond Hammond	Cleaning	Machinery Was	Company to, Texas



Cars enter at roar of this long 25-foot-wide room, left of four windows, and stop beside counters at right. Wall of laundry plant is at right of picture. At left is wall of medical equipment building; beside this cars park out of line of traffic in case of delay on their bundles. Large garage-type door at right is left open during summer for quick access to finished orders. In winter it is closed, and bundle boy uses small door beside it. Routemen's bins are shown at right rear. Wooden trucks hold soiled bundles during rush hours. Drive-through area is brilliantly lit during 7,00 a.m. to 6:00 p.m. business hours



Exit deer is 10 feet wide. In winter it is operated by control button at counter. Note unit heaters facing doorway. Small tractor clears snow in winter, is used on May form in summer

handles the bundle at the car. In fact, customers are encouraged to remain in their cars since their getting in and out delays the traffic flow.

# No traffic jams

One girl and the bundle boy can easily take care of three cars, but as soon as a fourth car pulls into line another girl comes out to help. In case of a delayed bundle, the customer is asked to pull over to the side out of the way of traffic until the difficulty is straightened out.

Bachelor's drive-through has been very popular from the start. Figures for the volume of business attracted by this new service have been difficult to pinpoint since the plant always did a great deal of cash-and-carry business before the parking ban. Also, like most Kansas City laundries, Bachelor's claims its five routes are constantly increasing its volume, making it hard to estimate actual gain through the drive-through installation.

On the profit side of the ledger is the fact had the plant not immediately



Owner James H. May with suit ready for delivery in polyethylene bag. Advertising on bag is in dark blue letters, wishing owner "A Pleasant Evening, Sir"

converted to drive-through when the ordinance against parking went into effect, it might have lost nearly all its cash-and-carry volume. The important point is that this business has been successfully saved.



# REVOLUTE roll covers cost less per year

Your total yearly cost for laundry roll covers is actually less per year with REVOLITE. Here are the ways that REVOLITE saves you money:

LONGER LIFE. REVOLITE outlasts all other covers, whether made of natural or synthetic fibers. Savings in annual cost of cover and padding can run as high as 43 per cent.

FEWER STOPPAGES. Because REVOLITE covers last longer, you lose less production time for changeovers.

FASTER PRODUCTION. REVOLITE asbestos fabric, impregnated with thermosetting resin, and REVOLITE long-wearing asbestos padding withstand higher temperatures . . . permit peak machine speeds.

In quality, too, you can't beat REVOLITE. The fine REVOLITE fabric puts a smoother finish on all flatwork.

Our nationwide field organization installs and services every Revolite cover . . . and our written guarantee stands behind each installation. For information, write or call Atlas today.

Ask your REVOLITE representative about



Economical . . . easy to use Expressly suited for laundry use

# ATLAS POWDER COMPANY

Stamford, Connecticut

# Whiter Shirts!

# That's what Armour's new brightening agent offers you and your customers!

Both HILO POWDER and GIANT POWDER contain this new wonderworking brightener called *Armosol*. And look at the difference Armosol makes.

The fabric on the left was washed in an ordinary detergent. Now look at the fabric on the right—washed in a detergent containing new Armosol. Look at the sparkle! It's really clean! Your customers will buy that difference.

Hilo is a balanced blend of builders and medium titer soap, perfect for colors, which will remove dirt at safe, low temperatures. Giant powder is a ready-built detergent with a high soap content and a titer of 41-42° C. Both of these detergents contain Armosol. And Armour's flint® chips is another dependable product, a quick-penetrating, high titer neutral soap with a minimum of 88% anhydrous soap and a 41-42° C. titer.

Trial lots of these improved products—HILO, GIANT, FLINT—will convince you that they mean more profits for you. Order them today!



# ARMOUR

Industrial Soap Department

Armour and Company . 1355 West 31st Street . Chicago 9, Ill.





# Sparkling Colors!





"That you, Mike?" Plantowner Bill Minty demonstrates microphone procedure at two-way radio which keeps routemen at his fingertips. Compact unit on shelf in background is complete rig for transmitting and receiving. Voice goes out over government licensed and assigned frequency

# **Two-Way Radio Meets Competition**

Connecticut laundry finds advantages over more frequent service in pickup speed and convenience

By HENRY MOZDZER

THE AIR WAVES may play an increasingly important role in meeting competition at the Pembroke Laundry in Bridgeport, Connecticut, as time

Several months ago when some local laundry operators becan to offer twice-a-week delivery, Pembroke management wanted no part of it; it was satisfied with its five existing routes. Four of the routes were bringing in more than \$1,000 per week each and the other averaged somewhere around \$750. Altogether, the routes bring in approximately two-thirds of the total sales volume.

It was management's opinion that the outlay for additional equipment and hiring new help would be exorbitant and that the returns would not justify the expense. But Pembroke couldn't sit idly by and let competitors make inroads. So it had to come up with an idea which would make the present delivery operation more efficient. Eventually, it was decided to give two-way radio a try.

The setup is still in the experimental stages, but Pembroke's management is enthusiastic about the possibilities of this innovation. For example, the delivery could still be retained on a once-a-week basis, but the pickups could be made oftener and more conveniently.

Now as the requests for pickup service come in they are passed along to the routeman by radio. He can schedule a stop if he's approaching the area or pick up the order on the way back to the office, whichever is more convenient. In short, the radio saves on expensive extra runs and speeds handling of requests which would under normal circumstances be delayed until the following day.

Whenever discussion of this plan for using radio or telephone on route trucks comes up, invariably it is accompanied by the story about the customer who called in for pickup service and found the routeman at the front door before she had a chance to hang up. Now here's an idea that Pembroke is toying with that will make incidents of this sort not uncommon. (Continued on page 26)



The answer to most of your questions about stainless steels are right at your finger tips, when you use Crucible's unique new Stainless Steel Selector.

Want to know the machinability characteristics of a stainless grade? Resistance to corrosion or scaling? Physical or mechanical properties? You can get the answers to these and other questions simply by setting the arrow on the Selector slide at the proper window. It's just as quick and easy as that.

And almost as fast as you get the answer, you can get the steel you need. For many of the REZISTAL stainless steels shown on the Selector are carried in stock in Crucible warehouses conveniently located throughout the country.

To get your free copy just fill in and mail the coupon. Better do it now.

### **HOW THE SELECTOR WORKS:**

Start with the problem. For example, resistance to corrosion in contact with copper sulfate. Just set the slide at the proper index number shown on the Selector (in this case on the back), and you have the answer in a second - grades 302 and 316 are fully resistant to this form of attack.

crocibie sieer com	pany of America
Dept. SJ, Henry W.	Oliver Building
Pittsburgh, Pa.	
Name	
Company	Title

CRUCIBLE first name in special purpose steels

54 years of Fine steelmaking

STAINLESS STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA. REX HIGH SPEED . TOOL . REZISTAL STAINLESS . MAX-EL . ALLOY . SPECIAL PURPOSE STEELS

(Continued from page 24)

Suppose, says management, that during certain slow periods a group of girls is set to the task of canvassing clients by telephone along a predesignated street. A routeman in the neighborhood could very easily and quickly follow up any leads that were uncovered. And it's not impossible that he could be ringing the customer's doorbell while the woman of the house was still gathering together the family bundle.

Conceivably, it is also possible that a plan to offer "sudden" or same-day service could be worked out to accommodate customers who called in before a specified hour in the morning.

At present two of the five route trucks in the Pembroke stable are equipped with UHF (ultra high frequency) sets and two more will be installed as soon as some of the bugs are worked out.

One obstacle at the moment is the terrain. The rolling hills of Connecticut create a barrier and block out radio reception when the trucks get too far out or in certain areas. Some of the routes run out 10 to 14 miles from the plant. But this condition should be corrected when an extra 50 feet are added to the present 103-foothigh antenna.

The cost of the radio equipment and its installation, the first in the area, is about equal to the cost of one truck and a routeman's wages for one year, according to the Pembroke management.



Roger, over and out. And routeman can pick up new order on way in from his scheduled route. Speaker and volume controls are within easy reach of routeman while more cumbersome power element is mounted to ceiling just to rear of driver's seat

# Free Shirts for Missing Buttons

Another factor which Pembroke management feels has been an important asset in keeping this year's business volume up over last year's is its use of the AIL Button Campaign.

Starting with an offer of two shirts done free for every missing shirt button, in five months the firm had the offer up to five shirts. It dropped the campaign to push drycleaning for Easter, but intends to resume it anew in the near future right where it left off.

Buttons most often overlooked by shirt press operators are those found on the back of the neck in some shirts and the second button on gussets of other styles of shirt.

An average of five or six missing buttons per week has been reported at Pembroke, but management feels this compares favorably with the 8,000-9,000 shirts finished properly each week.

Where there may be some doubt as to whether a claim is legitimate or not, it is the policy of the company to pin a tag on the order with a question mark and the word "doubtful" written on it. The order is always honored, and to date only one customer has put in a second claim for a missing button on the same shirt.

Here are some shirt observations which might be of interest to laundrymen who contemplate using this program:

With its two stores and the plant walk-in office, Pembroke found that one-fifth of its shirt bundles were coming in from routes, while the stores provided the bulk or four-fifths of the shirt bundles. The figures were just the opposite where family bundles were concerned—four-fifths of them come in on routes as compared to one-fifth through the stores.





# Dow Sodium Orthosilicate cleaning compound is the soap builder that gets work clothes <u>cleaner</u> and

# BRINGS THE BIG BUNDLES BACK

The big bundles of extra-dirty work clothes come back time after time to the laundry that gets them clean with economical efficiency. And load after load, Dow Sodium Orthosilicate does this tough job while saving soap costs... because even greasy, grimy mechanics' shirts and plumbers' overalls wash cleaner in a single cycle. Dow Sodium Orthosilicate can be used alone on the break to remove heavy soil before the soap solution is

added. Its high alkalinity neutralizes soil acids. It *keeps* insolubles in suspension . . . and this fine soap builder rinses easily from all garments.

For heavy-duty effectiveness at greater savings . . . call the nearest Dow sales office today for the name and address of *your* Sodium Orthosilicate distributor, or write directly to the dow Chemical Company, Dept. AL 906I, Midland, Michigan.

you can depend on DOW CHEMICALS



# PARTI. Basic Principles

Function and phases of advertising and the four vital steps in making a sale

By ROBERT M. PLACE

ADVERTISING IS VITAL to modern civilization, because the world today is not based on man-to-man relationships but on mass methods of communication—and because advertising is the cheapest way to reach a number of people with your message.

In 1900 there was one automobile in the United States for every 9,500 people; today there's a car for every  $3\frac{1}{2}$  people. In 1900 there was one telephone to every 56 persons; today there's one for every 3.2 persons. In 1920 each home washing machine theoretically had to handle the laundering for 113.8 people; today there's a machine for every 4.7 people.

Advertising was responsible for creating the mass market that enabled these products to benefit from mass production. This brought the price down to where the average person could afford these luxuries, In addition, the work week has dropped from 60 hours in 1910 to 35 hours today, and life expectancy has increased. Thank advertising!

# What has advertising done for the laundry industry?

Advertising is primarily responsible for the creation of our tremendous opposition—the home washing machine. The figures above illustrate the remarkable gains made in less than 25 years by the home appliance industry—made through competitive advertising not only by the manufacturers of equipment, but by the host of suppliers of soaps, bleaches, blueings, starches and other home laundering needs.

The drycleaning industry has since 1941 increased volume by 300 per-

cent, to the amazing value of \$1,500,-000,000 last year. Although there were many factors at work, advertising (by hundreds of small local cleaners) was primarily responsible for the growth of the drycleaning industry.

The laundry industry has lagged in expanding its market. True, it is faced by a powerful opposition, but basically it has lagged because it has not concentrated on the mass-selling methods of advertising available. With a service undeniably superior to that of the opposition, the industry has a limitless future today. Each plant within the industry has the potential of growth in multiple figures, and of profits limited only by tax brackets.

### What is the job of advertising?

The job of advertising, of course, is to sell—and to sell more cheaply than through person-to-person contacts such as solicitation. No one believes that advertising can do a better selling job than a high-powered salesman, but high-powered salesmen are few and far between, they are expensive, and they can contact very few people a day.

Advertising falls into three phases—first, the pioneering phase, then the competitive phase, and lastly, the retentive phase. The laundry industry is advertising to some extent in all phases.

In the pioneering phase, the need for the service is established. Personal appearance and sanitation both require the cleanliness which we are selling, and the need for clean clothing has been to quite some extent forced into the public mind. But

### A New STARCHROOM Feature

This article is the first of a series designed to serve as a textbook for the laundryowner who wishes either to plan his own advertising or to be able to cooperate intelligently with the agency handling it for him. Future articles will take up in detail, with examples and illustrations, specific instructions for the preparation of result-getting advertising.

there is a huge pioneering field in blanket laundering (most people let them go two or three years), in rug cleaning, in household cleaning, and even in the laundering of such staples as sheets, since many families probably do not change them often enough.

The competitive phase of laundry advertising is the most important one today, since our competition has more or less established the need for our ultimate services. Our problem resolves itself around changing the method by which the public will achieve the desired results of cleanliness-switching Mrs. America from doing the job at home to sending it to us. Although we can, through pioneering, probably triple or quadruple our market, through competitive advertising we can do much more. We have merely to substitute commercial or professional laundering for home laundering—as television has substituted for radio.

The retentive phase of advertising is concerned with holding the market already developed. It may be relatively minor with us, in some communities, but we still need to keep our customers satisfied to prevent the

# "Appearance insurance" sold here! As one of the



SHIRTS STAY BETTER LOOKING LONGER

WHEN A PROFESSIONAL LAUNDRY DOES THEM

PROFESSIONAL LAUNDRIES



we dress your shirts with VELVET RAINBOW® to keep them ... and you... looking tops

Here's how you name" to

· Here is an easy way to let people know your ads are appearing in Life.

Just put this display on your laundry counter and let it speak for itself. Better still, see your distributor about Huron's complete package of specially prepared displays, window streamers, newspaper mats and radio scripts.

Smart laundry operators everywhere are doing just that. What's more, they tell us, it's paying off.

Take a closer look at this third ad in the campaign and you'll see why. The pre-sold market for shirts dressed with Velvet Rainbow is growing every day.

Then get on the phone and ask your distributor about tying your laundry in with Huron's big Life campaign that's drumming up more laundry business than anything in years.

THE HURON MILLING CO. 9 Park Place, New York 7, N.Y.

# VELVET RAINBOY



Guaranteed 50% Velvet Wheat

HELPS YOU DO QUALITY WORK . . . . SELL IT TOO

FACTORIES: Harbor Beach, Michigan

SALES OFFICES: 161 E. Grand Avenue, Chicago 11 • 13 E. Eighth Street, Cincinnati 2 • 383 Brannan Street, San Francisco 7 competition from taking them over on a reverse substitution.

### The AIDA formula

Advertising specialists agree that the formula for successful advertising can be summed up in four key words -Attention, Interest, Desire and Action. Every ad that does its job contains those elements: first, design, color or headline to attract the attention of the public, because an ad that is not seen is worthless; second, the creating of interest on the part of the reader, so that the attention does not wander away from the message of the ad; third, the building of desire for the advertised service or product, since the emotion of wanting is required before the reader will act; and lastly, an appeal to action, an asking for the bundle-"Buy It Today," "Call Now."

You can break down almost every piece of advertising you see into these four basic elements. And you can build your own advertising into successful advertising by seeing that every ad you publish contains these four steps—the AIDA formula. In fact, all selling is based on AIDA—successful solicitation follows the same steps as successful advertising.

Attention: Attracting attention requires a change or difference from the customary. In solicitation, the knock on the door is the attention-attracter, while in advertising it is a break with the surrounding material. There must be an element of the startling to attract the attention.

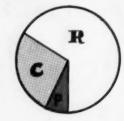
Bright colors, large size, dramatic illustrations, unique positioning, unusual type faces are some of the physical means of attracting the attention of the reader. These are ordinarily used rather than psychological attractions. However, words themselves can be used to elicit the first response. The two most powerful words are "Now" and "New." Sometimes a very simple heading can do the job, such as "Mothers," "To the Man Over Fifty," and the like.

Whatever you use, or whatever combinations you use, there must be novelty, uniqueness or variation to attract attention.

Interest: While most advertisers recognize that an ad must attract attention, it is common for them to fail to achieve interest. Interest is the holding of attention for longer than that momentary flash when the brain reacts to the presence of an ad.

Interest is the follow-up of attention, and must be achieved within fractions of a second. Many a solicitor has attracted attention with his knock on the door, only to fail to arouse

# Three Phases of Advertising in Three Industries



### HOME WASHERS

Because home washers are near saturation point in sales, pioneering is a small factor, competition is relatively minor, but retention is major. Emphasis today is therefore on selling the public up from present machines to newer, more automatic models.

### LAUNDRIES



Pioneering is still important to laundry industry, for a vast market still exists. Competition with home laundering is keen, as well as competition among laundries—emphasis should be on selling advantages of laundering services from a competitive angle. Retention is relatively minor.

# DRYCLEANERS



Pioneering is not of too much importance to drycleaners for they have done an amazingly fine job of selling the importance of fairly frequent cleaning. Competition among plants is keen and requires equal stress on retention of customers.

interest in the first few seconds after the door is opened. If he fails, the housewife often says, "Not interested," and slams the door in his face. In advertising the same is true. In the brief instant that the attention is centered on the ad, interest must be aroused—or the ad is passed up.

The most common mistake is an assumption by many advertisers, including some of the biggest, that the story they have to tell is not interesting in itself. Consequently, in a mistaken fear that they will lose the reader, they try to back into their message rather than jumping in frontwards with both feet.

This mistaken approach leads into this sort of copy: "The Navaho was a mighty Indian race. (Illustration, picture of an Indian chief.) Roamer of the Western plains, ruler of many tribes, master of 20,000 square miles, the Navaho had an advanced Indian civilization. Man was the hunter and the warrior, the king of his tepee. His wife was the tiller of fields, the preparer of foods. Among her many chores was that of making the clothes

and keeping them clean, a difficult task at best. Nowadays, smart women patronize the Quality Laundry, blah, blah, blah."

Here the reader feels cheated when he gets to the message, cheated and a little ridiculous. But if the ad had started off with the last sentence, "Smart women patronize the Quality Laundry because . . " the ad would have done a much stronger job.

Actually the housewife to whom we are directing this ad is much more interested in what "smart women" are doing than in what Indians did long ago. Not only does the reader tend to reject the sneaky commercial but he often fails to read it at all because interest has not been aroused.

Ads themselves have a great deal of interest to the American people, because they are generally a form of news. Many buy magazines like The Saturday Evening Post and STARCHROOM LAUNDRY JOURNAL principally to read the ads.

The inferiority complex has no place in advertising—the story you are about to tell is interesting. You

# Simplified Operation Reliable High Production and 2 wality SHIRT FINISHING with the PROSPERITY CABINET SHIRT UN Production Operators Operation Reliable High Production and 2 wality Operators Operators Operation Reliable High Production and 2 wality Operators Operators

SIMPLE OPERATOR TRAINING

5 EASY LAYS Quality and production from the start!

Quality.

Produces shirts that Build Business and Maintain a High Price Level... smooth, formed and completely machine-finished yokes perfectly blended with an unsurpassed over-all body finish... collars perfectly finished, starch or no starch... custom finished sleeves and cuffs.

Production -

- Production up to 100 Shirts per Hour with 2 operators.
- Unique Flexibility Guarantees Top Production...in emergency cases, due to absenteeism, vacations, help turnover and short holiday weeks, the Prosperity 2-Girl Cabinet Shirt Unit can be efficiently operated by 3 inexperienced girls and maintain shirt production requirements.

The Machine that Makes the Most Complex Shirt Lay Easy!

MODEL 3232-CBP

The press that produces an overlapping quality finish to complete body and yoke of shirt... the final touch in quality shirt finishing.

Registered Trade Morb of The PRISPERITY COMPANY, In-

The PROSPENITY of the second o

COPYRIGHT 1954, The PROSPERITY COMPANY, Inc.

should get to the point as quickly as possible.

Desire: Desire is the motivating factor in selling, the want that your ad offers to fill. Because, unfortunately, people usually act with their hearts rather than their heads, the emotional appeal is much stronger than the intellectual appeal. That's why most advertising is aimed at creating the desire for the product or service first, justifying the desire intellectually afterwards.

Desire is best analyzed as an answer to the question, "What do people want?" Comparing various advertising appeals will give you the answer as to which is best. Do people want "whiter washes" or "the largest laundry in Cumquat County"? Do they want "washday freedom" or "four suds and five rinses"? Do they want "fast service" or "new air-driven

presses"?

Self-interest is the key to creating desire . . . what do I get for my money? Generally speaking, housewives don't care what your plant looks like, how many employees you have, whether you're locally owned, or even who is owner or manager. They want professionally finished shirts, crisper sheets, more absorbent bath towels, because those things imply more directly the benefits to themselves they really want—the smarter appearance of their husbands in professional shirts, the greater comfort of finished sheets, the luxury of fluffy toweling after a bath.

Justification is the rationalizing of the desire that comes after the desire has been created. It is the many reasons you can think of for buying a new car this year—after the desire for a new car has been created within

VOU. Selling points are justifications for acting rather than calls to action, and many advertisers confuse the two. Selling points can generally be distinguished by prefacing them with the word "because." A housewife wants better looking shirts (desire) and she can get them from you because you wash with four suds and five rinses, you have specialized shirt finishing equipment, you starch according to her preferences, etc. All of these are selling points, and all of them are merely justifications for her sending the shirts to you after she has the desire.

What people want, they get. When the public was sold on the desirability of television, price was no objection—at \$200 or more per set antennas sprouted from every shack in shantytown. If the desire, the craving, the want has been established strongly, the American public seems ACTION ...

DESIRE ...

ATTENTION ...

Four Vital Steps to Any Sale—whether you're selling insurance, yourself to the girl friend, politics, or laundering service, four steps of AIDA formula must be taken in 1-2-3-4 order. This applies to all forms of selling—education, solicitation, advertising, propaganda. Skipping any step means disaster, accounts for advertising programs that fail to produce profitable results.

to be able to dig up the cash to satisfy that want. If we can sell the people the desire for professional laundering, they'll find the money to pay for it easily enough.

Action: Many a solicitor has spieled his pitch to a housewife and then forgotten the most important point—to ask for the bundle. Many an ad creates a desire for the product—and then fails to urge immediate action of some sort. People want to be told what to do—to phone today, to stop in with a bundle, to take down the curtains now.

Every ad must conclude with the suggestion that the reader do something about it. Asking for the order is the point the whole ad or solicitation is leading up to—but you'd be surprised how many times the call to action is forgotten.

### Other basic considerations

In discussing the general nature of advertising two other opposing ideas should be considered.

Repetition: The first is the necessity for repetition. All education (of which advertising is just one branch) is based on the principle of repetition. Every act, every thought, every evidence of living (beyond the most primitive functions of the body) must be learned, and for any degree of accomplishment in any field the act or thought must be practiced by repeating it over and over again. Even a baby must learn to eat, to walk, to talk, and to think by repeated cycles of psychological cause and effect.

Very few lessons are so powerful that a single experience will set up a behavior pattern. Sometimes we object to a particularly blatant repetition of an advertising claim—but, in truth, all efficient advertising consists of the repeating of the same thought over and over again,

Read, for example, a Lucky Strike ad on the back cover of your favorite magazine, and you'll note that there are only two or three ideas expressed, but that a single idea may be repeated as many as six to eight times. "Lucky Strike means fine tobacco," a slogan that has been used for a good long time now, is stated in words as a slogan, in the body copy several times, under the signature, in the form LS/MFT on pictured packages and in the message.

Any ad that is worth running once is worth running twice. Don't be afraid to repeat advertising, or to say the same things over and over again and again.

Change: The opposing principle to repetition is the demand for change. Actually the two principles are not opposed, for repetition should consist of repeating of an idea, while the way in which that idea is expressed requires a certain amount of change. To go back to our example of the Lucky Strike ads, each week or month the individual ad is changed but the theme remains the same.

You may believe that the trademarks you see today are the same as those you saw as a child, but the fact is that practically all companies modernize and change their trade-marks slightly every few years.

Change leads us right back to our first principle of the AIDA formula—for without change we cannot attract attention. Too much repetition in exactly the same form dulls the impact of the message.

THE NYLON NET DEMANDED BY PRODUCTION-MINDED LAUNDRYM

# LOOK & COLORED STRIPES AT NO EXTRA COST!

NOW you can end haphazard production control with BENWAL PILGRIM COLORED STRIPE NYLON NET SERIES, made with the famo 2 x 6 open mash construction and pre-dyed yarn, WOVEN INTO THE N

# PILGRIM STRIPES COST NO MORE THAN ORDINARY WHITE NE

BENWALL COLORED STRIPE SERIES are immediately available 6 Brilliant Colors:

Magnified section shows famous 2 x 6 construction. It means longer life for

your nets.

RED GREEN GOLD BROWN BLUE

Colors are fast to washing for life of net. If you desire additional classifications, please write us.

These PILGRIM COLORED STRIPE NETS give you the opportunity to use color for production without resorting to costly gadgets or gimmicks; and remember, they cost you no more than owhite nets.

AVAILABLE IN ALL POPULAR SIZES

BENWALL MFG. CO., INC., 2859 ATLANTIC AVENUE, BROOKLYN 7,

FREE! Fill out this coupon and get a free Handkerchief Nylon Net with Colored Stripes. Mail the Colored Stripes and I the Colored Stripes and I the Colored Stripes.

BENWALL MFG. CO., INC., 2859 ATLANTIC AVENUE, BROOKLYN 7, N.Y.

Gentlemen:

Please send me immediately a FREE sample of your handkerchief nylon no Colored Stripes.

NAME OF FIRM.

SIGNED

TONE STATE

OUR JOBBER IS

Cut out coupon and give to your jobber salesman or mail to us direct.

Benwa

# Ticket Doubles In Accounting

Coded pricing by machine gives figures for weekly department profit analysis

By WILSON JONES

Owner, Clarksville (Arkansas) Laundry

THREE SERVICES are listed on our laundry ticket, each indicated by a hand with one, two or three fingers raised (see sample ticket illustrated). The ticket also gives the terms of our progressive penny pricing of the family bundle—so much for the washing, so much more for the drying and folding, so much additional for ironing of all items.

We have found that this method of pricing is immediately understood by the average customer. Also, the services are easier to sell progressively when they are priced as "just so much more" than when each carries a different poundage rate.

I have interviewed hundreds of people and have yet to find a single one who does not understand this simple system of progressive pricing, once it is explained with the aid of the illustrated ticket.

This same ticket is used for the basis of our accounting setup, since we post on it the complete record of the bundle as it travels through the plant.

# Number code by departments

For our records and this accounting posting, we have set up six departments in our laundry, with the following symbol indicator numbers:

Symbol No. 2	washroom
Symbol No. 3	Tumbling, folding,
	and handkerchief
	and napkin press-
	ing
Symbol No. 4	Flatwork
Symbol No. 5	Shirt finishing
Symbol No. 6	Wearing apparel
Symbol No. 7	Miscellaneous, in-

cluding repairs

As shown on the sample family-bundle ticket, we manually stamp the route letter with a rubber stamp, using letters an inch high. Route letters are "A," "B," "C," "D," etc., with "F" for cash-and-carry,

This ticket is now put into the machine for pricing. The first entry posted is the date and the route letter, here Jan. 28 '54 F (indicating it is cash-and-carry). When this is posted the machine automatically picks up a

Contaction Advances

Draw & Brank

Number

214

JAN 7854F

34.39

Reconsided Dry Chemology

Your Loundry Cost Calculator

Whis Selective Encounty And
Budget Features

Budget Features

Reconstruct

Washing and SPIN-DRYING

Domo-low Right for Ironing

10 Line. 86 — Each additional ib. 6e

Julian Association ib. 6e

Julian Secreta Databant

WASHING and SPIN-DRYING

Domo-low Right for Ironing

10 Line. 86 — Each additional ib. 6e

Julian Association ib. 6e

Julian Secreta Databant

All-Dry Many Jones Roudy in Weer

So yes yeard additional — Plat work themse only

Shirts — plain — 15e

Shirts — plain — 25e

Zope

Ves — Parts — 25e

Coveralla — 25e

Jumpers — 25e

Cope

Coate — 25e

Cope

Coate — 25e

Cope

Coate — 25e

Shirts — plain — 26e

Ves — Parts — 25e

Cope

Coate — 25e

Cope

Coate — 25e

Shirts — 16e

Shirts

CLARKSVILLE

1-cent-per-bundle insurance charge. This is prepriced and printed on the ticket so that the machine need make no visible entry for it.

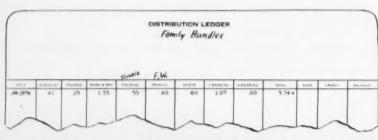
The ticket number is posted on the ticket at the same time as the date and route number.

Next the total weight is posted under the No. 1 service, indicated on the ticket by the hand with the one finger raised.

Now we post the total washing and spin-drying charge, or the washroom charge for this work. After this charge we have the symbol number of the washroom department—2.

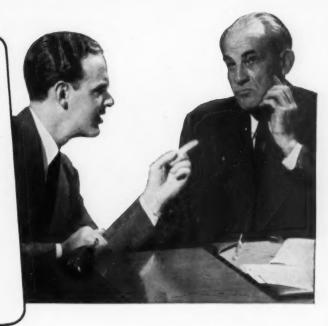
Up to this point we have put on our ticket, through the machine, and are carrying in it the following: the date, route, number, 1-cent insurance charge, bundle weight total, charge for washing and spin-drying, plus the department symbol. As: Jan. 28 '54 F No. 3439—\$1.34 + 2.

Next shown on the ticket is our No.



Figures from ticket (upper right) give data for this analysis by departments

# to add quick-service to your commercial laundry operation





Commercial Model LC



Commercial Model RC

### 1. YOU SATISFY CUSTOMER DEMAND FOR QUICK-SERVICE

Today's customer wants a laundry service that fits in with her modern way of living. One that's near home or shopping center and handles big or small loads in a matter of hours at no extra cost. The Quick-Service feature answers these demands.

### 2. YOU DEVELOP NEW SOURCE OF PROFIT AND TRIM COSTS

Quick-Service means that you attract more customers and capture a greater share of their laundry business. It is a high profit operation but requires only a minimum investment. And, it permits you to reduce costs by cutting down on route man and delivery service.

### 3. IT'S EASY TO START-

### PAY AS YOU PROFIT UNDER ALD, INC., PLAN

ALD, Inc., makes available to you generous financing, up to 80% on equipment, and complete help based on years of experience in organizing quick-service laundry operations. In addition, you use the only washer built for use in quick-service operations, the Westinghouse Laundromat<sup>®</sup>. You have a choice of two commercial models—both specially constructed to stand the gaff of heavy-duty service.



# ALD, ING.

3849 N. Clark St., Chicago 13, III. 2033 Ferrington, Dellas, Texas 7402 Sunset Blvd., Los Angelos 46, Calif. 785 Market St., San Francisco, Calif.

### Write or Phone! Regardless of Where You Are

 We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.



Records tell owner Wilson Jones when department shows cost increase or lowered production

2 service, indicated by the two fingers raised on the hand in the second square. Fifteen pounds of this 25-pound bundle, in this case, were tumbled, and we received 45 cents for this service. The 45-cent entry carries the symbol 3, indicating our No. 3 department (tumbling, folding, and handkerchief and napkin pressing).

Next we have our third service, indicated by the hand with the three fingers. This is our flatwork ironing service. Here we have 10 pounds of our original 25-pound bundle. The flatwork department in our accounting setup is listed as No. 4; so we enter 10 pounds, the charge of 60 cents and the department symbol 4.

Our shirt finishing (not bachelor service) is our No. 5 department, and on the ticket we have posted a charge of 60 cents for ironing four shirts in the above 25-pound bundle, plus the figure 5.

Our laundry wearing apparel department is No. 6 and we have three charges here: 25 cents for one pair of trousers, 70 cents for two plain dresses, and 12 cents for a starched apron. All of these carry the symbol No. 6 as department indicator.

We are now ready to complete the ticket, giving the total, in this case \$4.15. Since this is a cash-and-carry bundle, a 41-cent discount is deducted, leaving a net bundle charge of \$3.74. This final entry carries the symbol No. 8, indicating the completion of the ticket.

We have another ticket for our bachelor bundle on which we use the same system of posting and accounting. We charge by the piece for washing under this service; we charge this to the correct department. The same applies on commercial work and our linen service.

In the drycleaning section we also departmentalize our sales and get the following breakdown: I — ladies' wools; 2—silks; 3—men's wools; 4—household; 5 — miscellaneous. Then we get from the tickets the number of pieces processed per week per department and the total, plus the department revenue.

### Basis of analysis by departments

Now back to the laundry ticket. At the end of the week we have our sales for each of our departments (washroom, tumbling, flatwork, etc.). We have our labor cost for each department. We know our fixed charges and have them divided as to departments.

With these figures it takes no great amount of study or analysis to tell us whether a department is self-supporting with the proper profit margin.

For example, in January, the second week, our No. 4 department (flatwork) showed a 3 percent increase in cost. This was repeated the next week. We immediately gave the department the proper supervision and the third week we had it back in line.

We believe that every department

should operate at a consistent margin of profit considering the investment and floor space. With this system of accounting we are able to check on and thus realize this balance.

Let's ask ourselves these questions: What did I do in such and such a department last week? Was it profitable?

How did the profit compare with the volume and with other departments?

Do I need to go to work on this department?

We answer these questions with a minimum of bookkeeping and answer them quickly.

For example, let's take the No. 2 department in our accounting setup -the washroom. Our washroom is 20 by 50 feet-1,000 square feet of floor space. If we pay \$400 a month rent for a building 100 by 100 feet, which is 10,000 square feet, our washroom space is costing us \$40 per month or approximately \$10 per week. Our investment there is \$18,000 and our depreciation rate is 10 percent-\$150 a month or \$37.50 per week. We add \$10, giving \$47.50 for the department. To this fixed charge, we add our direct department labor cost. That's all there is to it.

### Summary of advantages

The following are the advantages which we have found with this system:

- 1. We have a validated ticket for the customer's protection. This we would get with any validating machine.
- 2. We are a small plant. This system combines the advantage of simplicity with speed and the ease required for smooth operation with many interruptions. The girl can be pricing a ticket, get up, go over to the counter, wait on a customer, come back to her ticket—and the machine has held everything for her until she returned.
- 3. Putting in this machine has lowered our office force by one full-time employee.
- It has greatly simplified our sales recording.
- 5. It has given us a chance to departmentalize and have a constant department control for a minimum accounting cost.

Besides pricing of tickets we use the machine with its 11 accumulating totals for writing our checks, making out the payrolls, the earnings records, the payroll journal, and posting our general ledger. In fact, we have created something of a bottleneck because we have come to lean so heavily on this one machine.



# More sheets per day... whiter wash and easier ironing with WYANDOTTE RINTEX

We Launder an average of 2350 sheets a day, plus stacks of other flatwork, linens and waiters' coats and pants," says Anna Weir of the Hotel St. Paul Laundry, St. Paul, Minn. "Now that we're using Wyandotte Rintex, all our work washes faster and whiter than ever before. Our ironer production has increased, too, because Rintex has completely eliminated an aggravating, time-consuming problem — 'rolling.'"

Amazing results? Yes, but not unusual! All over the country, leading laundries are getting the same wonderful results with Wyan-

dotte RINTEX, the complete soap prod-

uct. They find that RINTEX gives more suds, better cleaning action and exceptionally free rinsing—that it "digs" dirt faster and safer than any other soap-built product!

Wyandotte Rintex is a new, exclusive formulation that combines more soap with special alkalies and Wyandotte Carbose\*. It's excellent for all kinds of laundering, gives maximum soil and stain removal, and needs no additional alkali.

Try Wyandotte Rintex yourself for the break and suds, for both light- and heavy-duty washing. You'll get a better job and save money! Your Wyandotte representative will gladly demonstrate it and other specialized Wyandotte laundry products: Skortex\*, Arlac\*, Sours, Rusko\*, Apache\*, K-5, Carbose\* CR and 53, Riddax\*—the most complete line of laundry detergents and specialty products in the industry. Call him today! Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.

\*REG. U.S. PAT. OFF.



Helpful service representatives in 138 cities in the United States and Canada

Largest manufacturers of specialized cleaning products for business and industry

CLEANING

### Letters to the Editor

### **Vanishing Guidebook**

To the Editor:

I made a mistake—I left my Guidebook Issue of 1953 in the plant office and it disappeared. I need it often and I miss it tremendously. I will be most happy if you could supply me with another September 1953 issue of the Starchroom Guidebook Issue, and bill me for it.

> N. C. BILLINGSBY Venice, California

you on some fine reporting on new plants over the country. I have been planning a new plant building for over a year and your magazine has been very helpful along these lines. I visited recently in O'Banion's in Houston and plan to use the outline of their building as a guide in planning my own. That is the reason I would like to have the extra copy of the May 1953 issue.

Thank you.

TRAVIS TAYLOR Imperial Tailors Minden, Louisiana

### STARCHROOM Helps in Planning

To the Editor:

Please send another copy of your May 1953 STARCHROOM LAUNDRY JOURNAL. I have enclosed our check for 50 cents to cover cost and mailing.

We are regular subscribers to your Journal and I want to compliment

### **Police File in Massachusetts**

Dear Editor:

In regard to your article, "Laundry Marks Aid Crime Detection," in the April issue, you state that only one state requires registration of laundry and drycleaning marks. I believe that it would be wise to correct this in your next issue so that your Massachusetts readers will not be misled and perhaps find themselves in difficulty with our State Police.

Last year the Massachusetts Legislature enacted a law requiring that all laundry and drycleaning firms doing business in Massachusetts must file with the State Police complete information as to their marking systems, together with a sample of their marks if they mark goods. Forms for this purpose may be secured from Mr. Robert J. Roth, Bureau of Identification, Massachusetts Department of Safety, 1010 Commonwealth Avenue, Boston 15, Massachusetts.

At the request of the State Police, the newspapers in Massachusetts deliberately refrained from giving this any publicity because of the information which would be given to our local criminals.

> GORDON L. RAYNER, Manager Massachusetts Laundryowners' Association, Inc.

### **Shaft Powers Blanket Fan**



It's no secret that faster drying occurs when the air around a blanket rack is kept in motion. Moving air tends to increase the rate of evaporation.

Now there are several ways to keep the air circulating. But the one that struck our fancy was the one used by St. Mary's Laundry at Ardmore, Pa.

It so happens that the

blanket drying racks at this plant are situated near an overhead shaft used to power the laundry machinery. This circumstance is used to advantage.

A sheet of galvanized metal measuring approximately 1-by-2-feet has been clamped to the shaft with two semicircular clasps. Thus, as the shaft revolves, the air above the racks is "paddled" continuously.

### Retailers Attend Clinic

Over 100 representatives of retail stores in Hartford, Connecticut, attended a fabric servicing clinic on February 5. Arthur C. Stevens, president and general manager of New England Laundry Company, served as chairman.

George Johnson of the American Institute of Laundering discussed the new synthetic fibers, emphasizing that cotton holds and will continue to hold an important place in the fabric picture for a long time to come. Albert Johnson, director of trade relations of the National Institute of Drycleaning, also spoke on the servicing problems of the newer textile products.

The new secretary of the Connecticut Launderers and Drycleaners Association, Mrs. Althea Wheeler, was introduced to those attending the clinic. Mrs. Wheeler has held a number of positions in the fashion field, including fashion director of Bamberger's Newark; account executive of J. Walter Thompson Co., advertising agency, and advertising associate at John Wanamaker's, New York City. Mrs. Wheeler has also been associated with the New York Dress Institute.

### **AIL Offers New Booklets**

Folders stressing the advantages of professional laundry service and designed primarily for use with the new American Institute of Laundering educational film, "Every Day Is Monday," are now ready for distribution with copies of the film. Fifty copies of the folder will be sent with each film order; additional copies are available.

Another AIL booklet designed for use by members is "Your Guide to Washables." Aimed at the housewife, the attractive booklet is written in nontechnical language and describes the troubles that result from inferior fabrics and garments. With each purchase of 2,000 booklets, members will receive 500 free.

Both of these publications are suitable for use as bundle inserts, call-office giveaways and handouts at local schools and civic groups.

### **Spotting, Drycleaning School**

Wilbur Fields, managing director of Cleaners Institute of Louisville (Ky.), has announced plans for a drycleaning and spotting school to be held June 18, 19 and 20. The school is jointly sponsored by the Cleaners Institute and Kentucky State Laundry and Cleaners Association. Drycleaners and their employees from Kentucky and southern Indiana will get practical training in spot removal techniques and the latest methods of drycleaning from a team of instructors from the National Institute of Drycleaning.

#### ANOTHER WAY YOU SAVE WITH FORD TRIPLE ECONOMY

# More power, more economy, more engine for your money!

### ... it's the No. 1 saving in Ford Triple Economy

Concentrated power is gas-saving power! Why? Because the smaller the engine, the less gas it usually requires. Ford's new truck engines develop power equal to other engines much larger in size. The following pictures tell how. For more information, see your Ford Dealer today! Or write: Ford Division, Ford Motor Co., Dept. T-31, Box 658, Dearborn, Michigan.

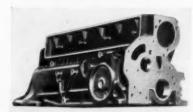


### New 115-h.p. Cost Clipper Six

Here's a high-compression, Low-FRICTION design in a new high horse-power deep-block SIX that develops more power per cubic inch displacement than any other standard sixcylinder engine in its class! You get the gas-saving power you need for top operating economy. The Cost Clipper SIX is available in all Ford P-Series and F-Series models up to 14,000 lbs. GVW.



Short piston stroke reduces piston travel up to 18%. This cuts engine wear and friction "power waste," saves gas.



Deep-skirt crankcase extends well below center of crankshaft for greater rigidity, smoother performance, longer life.



Free-turn overhead valves are designed to rotate each time valves open and close for self-cleaning and increased valve life.



Precision-molded alloy iron crankshaft is a Ford exclusive. Gives greater rigidity, better vibration damping. Wear-resistant.



High-turbulence combustion chambers allow more efficient, more complete combustion without pre-ignition, for more power.



Full-Flow oil filter cleans all the oil before it reaches bearing surfaces, thus promoting longer bearing and engine life.



Autothermic aluminum pistons, with chromed top ring, to hold clearance con-stant, cut bearing loads, increase engine life.



Ford Triple Economy means: 1. New Gas-Saving Power. 2. New Driver-Saving Ease. 3. New Money-Saving Capacities.

FOR YOUR MONEY!



Linen supply afficers and directors, clockwise from left: Jack A. Quigley, vice-president; Daniel F. Marini; Samuel Miller, treasurer; R. F. J. Williams, Jr.; Lou A. Klitzner; Herbert G. Hadeen, secretary; Samuel B. Shapiro, manager; Arthur R. Chambers, president; Stanley I. Posner, general counsel; John Isaacs, past president; Lawrence C. Kline; Joseph A. Robertson; William B. Hurlbut, editor Linen Supply News; Bernard J. Potack; Sol R. Colton

### L.S.A.A. Sets New Attendance Mark

A NEW RECORD in attendance was chalked up when 874 linen suppliers, allied tradesmen and their ladies registered for the forty-second annual convention and exhibit of the Linen Supply Association of America at Hotel Edgewater Beach, Chicago, April 29, 30 and May 1.

The attendance figure was not the only outstanding feature of the meeting. Commencing with the reception the night before the convention officially opened and running right through the business sessions and entertainment features the following three days, the event was characterized by enthusiastic participation on the part of all.

The first day started off with a "Meeting in the Round" at which the association's officers, directors, committee chairmen and staff members reported on the past year's activities and outlined plans for the future. LSAA President Arthur R. Chambers (Queen City Linen Service, Long Beach, Calif.) presided. This was followed by a luncheon meeting of the sales promotion committee.

That afternoon Vice-President Jack A. Quigley (Chicago Towel Co., Chicago) presided at a general session for all delegates, following which the first in a series of workshop conferences was simultaneously held in four different rooms. Under the leadership of Max H. Stettner, Penn Coat & Apron Supply, Allentown, Pa., one group discussed "Records Essential to Linen Supply Operators Without Plants." Stanley I. Posner, LSAA's general counsel, acted as adviser to this group.

A second group under the leader-

ship of E. T. Sherwin, American Linen Supply Co., Chicago, with C. M. Stanley of Stevenson, Jordan & Harrison as adviser, discussed "Efficient Material Handling and Plant Layout." Participants in this discussion were Lincoln Shoemaker, American Laundry Machinery Co.; H. S. Rohm, Troy Laundry Machinery Div.; Tal Jonz, H. Kohnstamm & Co.; James Evans, American Linen Supply Co., Salt Lake City, and Nathan Schlesinger, Pennsylvania Linen Rental Service, Philadelphia.

A third group discussed "The Need for Salesmen, Their Training and Selection" under the leadership of W. R. Carter, Los Angeles Towel Service Co. Van L. Phillips of Phillips Associates was group adviser.

The fourth workshop group was led by J. R. Lenfestey, Jr., Morgan Service, Inc., Chicago, with Prof. Joseph W. Towle as adviser. The subject was "Budgeting and Management Organization." At the conclusion of the workshops the leaders reported to the membership in the ballroom on the major recommendations of each group.

That evening the textile and associated equipment manufacturers were hosts to the entire convention group at a cocktail party which included entertainment.

The following morning was given over to the exhibitors and a special inducement to maximum attendance in the exhibit halls was provided by the drawings for several valuable door prizes. George R. Steiner, general convention chairman, presided at the luncheon for all delegates that noon. Featured speaker was Fay Le Meadows, who chose the subject "Life Can and Should Be Fun."

During the luncheon President Chambers presented plaques to the late I. M. Weinstein (in memoriam), National Linen Service Corp., Atlanta, Ga., Charles W. Marryat, American Linen Supply Co., Seattle, Wash., and Manford Meltzer, Central Coat, Apron



Casey at the bat, a hen who played baseball for her dinner, attracted many visitors to one of the linen supply exhibits, including (left to right) Ruben Gomez, Mario Picone, Al Corwin and Leo Durocher of the New York Giants

### RINSING EFFICIENCY

takes on a new meaning when you adopt

# "MATCHED TEAM DETERGENCY"



One of the most important features of the new "Matched-Team-Detergency" washing method is the amazing improvement in rinsing efficiency which this cross-fire cleaning system assures.

In the average plant, 50% of the rinses can be eliminated with this method! Usually a single hot rinse, followed by a cold rinse, is enough. In many cases the first rinse temperature can be lowered—with attendant savings in water heating costs.

### The "Why" of Better Rinsing

Long rinsing periods are needed when high concentrations of supplies are used. With a proper balance of soil-removing agents—the basic reason for the better results of this new washing system—it is not necessary to use large quantities of hard-to-rinse supplies.

Thus, rinsing can be materially reduced. No soap is added after the first bath in which Brex or Ozonite begins its job of removing and suspending soil. You start rinsing soap at once—even during the suds operations where Orvus Hytemp plays its essential part.

### Plenty of Other Savings!

The savings in water and water heating costs resulting from reduced rinsing are only a part of the benefits you'll enjoy with Matched Team Detergency. Bleach usage drops, for example. You get greater production from your present equipment. But most important of all, you get the one big thing which wins and holds business—better quality!

You'll want the complete story of Matched Team Detergency with Cross-Fire Cleaning Action. Your Procter & Gamble salesman will be glad to give it to you.

### \*What is "Matched Team Detergency"?

Matched Team Detergency is a new field-tested washing method which performs with amazing efficiency. It offers you cleaner clothes, increased production and lower costs. This unique method takes advantage of the combined dirt removing power of two basic types of cleaning agents—Orvus Hytemp Granules together with either Brex or Ozonite. Its superior results are possible because Orvus Hytemp has been specially designed to work in efficient harmony with either Brex or Ozonite. The combination of two efficient, broad-range soil-removing agents—each of which bas its own special ability to loosen and suspend specific types of soils—gives double assurance of getting clothes spotlessly clean.



PROCTER & GAMBLE . CINCINNATI, OHIO

& Linen Service, New York City, all three of whom had served the association with distinction as directors during the past year. A similar plaque was presented to retiring Sergeant-atarms Sidney Mayer of Theodore Mayer & Co. The newly elected directors were also introduced at this time.

President Chambers and Vice-President Quigley were reelected to serve another term, as was Treasurer Samuel Miller of Independent Towel Supply Co., Cleveland. D. M. Stromenger, Callaway Mills, Inc., was elected sergeant-at-arms. New members of the board of directors are: Lou A. Klitzner, American Linen Service Co., Memphis, Tenn.; Bernard J. Potack, A & P Coat, Apron & Linen Supply Co., Bronx, N. Y., and Daniel F. Marini, Peninsula Linen Exchange, San Francisco, Calif.

Holdover board members are: Sol R. Colton, Domestic Linen Supply Co., Detroit; John Isaacs (past president), City Towel Service Co., Detroit; Lawrence C. Kline, Kline's Coat, Apron & Towel Service, Philadelphia; Joseph A. Robertson, Rutter's Linen Service, Lawrence, Mass., and R. F. J. Williams, Oklahoma Operating Co., Oklahoma City, Okla.

The workshop pattern was followed again that afternoon. Herbert V. Hedeen, LSAA secretary, presided at the opening session. Two of the four groups were devoted to discussions of linen conservation problems. One was led by Arnold R. Knapp, American Linen Supply Co., Minneapolis; the other by George L. Carstens, Chicago Towel Co. Robert Maslow, Standard Coat, Apron & Linen Service, Brooklyn, N. Y., with Van Phillips as adviser, led the discussion of "Sales Promotion Policies" which covered contests, meetings, advertising and other selling aids. The session on "Controlling Labor Costs" was led by Louis Zipperman, Community Linen Rental Service, Los Angeles, with C. M. Stanley as adviser.

The Saturday-morning workshops, under President Chambers' chairmanship, included: "Efficient Routing—Bundle System," led by Sol R. Colton, Domestic Linen Supply, Detroit; "Efficient Routing—Even Exchange," led by Herman Gitlow, Gordon-Nick Linen Supply Co., Philadelphia; "Establishing and Maintaining Wash Formulas," led by L. R. Bartholomew, Selmier-Peerless Towel & Linen Service, St. Louis, with Dr. Joseph C.

Sherrill of Texas State College for Women as adviser, and "Employee Selection, Training, Communication," led by John W. Blanchard, Banner Laundering Co., Detroit, with Raymond Thurow of Stevens, Thurow & Associates, Chicago, as adviser.

The newly constituted board of directors met at luncheon immediately following conclusion of the workshop conferences.

The afternoon was devoted to a series of skits about linen and towel services, under the chairmanship of Samuel B. Shapiro, LSAA manager. The program was prepared by John W. Mock, business management consultant. At its conclusion the drawing for an all-expense-paid round trip to Bermuda, or an equivalent trip elsewhere, was held. The lucky winner was Henry A. Nuel, Faultless Laundry Co., Kansas City, Mo.

The forty-second annual banquet, followed by entertainment and dancing, brought the convention to a gala conclusion that evening. It was announced that LSAA's 43rd annual convention and exhibit will be held at Hotel Ambassador, Los Angeles, on next May 10, 11, 12 and 13.—James A. Barnes

### **North Dakotans Reelect Officers**

DELEGATES ATTENDING the annual convention of the North Dakota Laundryowners Association, held April 23 and 24 at Fargo, reelected Harold Meyer, proprietor of Model Laundry & Cleaners of that city, president of the group.

B. L. (Ben) Torguson of Green Valley Laundry, Valley City, was reelected vice-president, and Leslie Lange of City Laundry & Cleaners, Jamestown, was named secretary-treasurer to succeed Byron Johnson of Ideal Laundry, Devils Lake.

The afternoon of the opening day was confined to registration and visits to the various plants in Fargo, followed by a smorgasbord and gettogether sponsored by the allied tradesmen.

Business sessions occupied the second day. A highlight was a talk and demonstration by P. J. (Phil) Deegan, technical manager for H. Kohnstamm & Co., Inc., on "The Chamber of Horrors—or Why Good Fabrics Go Bad." He pointed out that there is a triple responsibility for damaged articles—the manufacturer, the consumer and the laundry. He outlined 10 of the "horrors" facing laundrymen, includ-

ing chlorine-absorbing resins, faulty dyes, improper dyeing methods, corrosive compounds, air fumes and sunlight, uneven shrinkage, unsatisfactory construction, loss of strength when wet, improper washing methods and storage-case damage, and demonstrated the damage they caused with exhibits. Mr. Deegan's suggested solution to customer complaints is to "tell the story of laundry care and safety to every customer . . . and live up to what we have to say."

The only other speaker on the convention program was Donal H. Crothers, Fargo lawyer, representative in the North Dakota House of Representatives and executive secretary of Allied Industries, Inc., of Fargo. Speaking at a noon luncheon, Mr.

Crothers discussed the laundryowner's responsibilities in labor relations. It is the duty of the employer to recognize the rights of employees and it is "a mutual obligation on the part of the employer to provide a living wage, adequate working conditions and working benefits," he said. Mr. Crothers urged the laundrymen to take a greater interest in labor legislation, "recognizing each others' rights."

The afternoon session was taken up with the showing of the American Institute of Laundering movie, "Every Day Is Monday," and its training film on "Fitted Sheets."

Culminating the convention was a social hour and banquet attended by about 65 laundryowners, allied tradesmen and wives.



North Dakota officers, left to right: Leslie Lange, Harold Meyer, B. L. Torguson

# EVERYTHING YOU ASKED FOR in these new MASTER KNIT nylon nets



The MASTER KNIT NYLON NET, as the name implies, was designed by master knitters in our own mill for you, Mr. Laundryman, to your specifications. For years you have been asking for a nylon net with the following qualifications.

- \* Reasonably Priced.
- \* A solidly knitted net with small holes that will not tear or rip buttons from shirts or other wearing apparel.
- \* Long Service regardless of plant conditions.
- \* Easy to pin.
- \* Snag Resistant.

- \* Run-proof if snagged.
- Preshrunk which guarantees you full load capacity for life of net.
- The ideal net for any type of wash including diaper service.

All of these things you asked for have been incorporated in the MASTER KNIT NYLON NETS.

Sold through jobbers only. Available in following sizes and colors.

9 x 15 · 15 x 20 · 18 x 30 · 22 x 30 · 22 x 34 (Equivalent to 24 x 36 Woven Net after washing) · 24 x 36 · 30 x 36 · 30 x 40

Colors available: White, Red, Blue, Green and Yellow. Other colors upon request.



X. S. SMITH, INC.

RED BANK NEW JERSEY



SPRINGFIELD, KY. — Springfield Laundry has moved to a new plant recently completed on E. High St., opposite its old quarters.

MIAMI BEACH, FLA.—Preston T. Thal has been named laundry consultant for the Schine Florida Hotels. Born in Toledo, Ohio, Mr. Thal operated Ideal Laundry & Dry Cleaning there for 15 years.

SYLVA, N.C.—Hoyt B. Roberson has purchased Sylva Laundry from the Jarret estate. The business had been operated for the past two years by Mallonee-Dillard, Inc., of Enka.

FERNANDINA, FLA.—Ralph C. Kear has bought Superior Laundry and Dry Cleaning Co. from W. M. McRae.

WASHINGTON, D. C.—Twelve drivers of Elite Laundry Company with more than 10 years of accident-free driving have been awarded safe driving certificates by Hartford Accident and Indemnity Company.

LOUISVILLE, KY.—Spalding Laundry Company has been granted a permit for a \$95,000 addition to its building at 1223 W. Breckinridge. The company is also building a new drive-in store at Barret and Oak, according to P. E. Spalding, Jr., vice-president.

ARCADIA, FLA.—Smiley Browning, for several years manager of Arcadia Steam Laundry, has purchased a half interest in the business of Joseph L. Thury. John R. Hensley owns the rest of the business.

WADESBORO, N. C.—Fire has destroyed White Way Laundry at an estimated loss of over \$20,000. Lloyd Griffith, owner, said the blaze started under the drycleaning section of the building.

DAYTONA BEACH, FLA.—Daytona Linen Service, 202 Carswell, has received a certificate of merit for traffic accident prevention, according to an announcement by Louis Fuchs, manager.

GUNTERSVILLE, ALA.—The second story of Harris Laundry and Dry Cleaners was almost totally destroyed in a \$60,000 blaze recently. Doyle Harris, the owner, plans to rebuild immediately.

EUSTIS, FLA. — The Community Laundry and Dry Cleaning plant was completely destroyed in a recent fire.

NEW ORLEANS, LA.—Harold and Vickie Duplass celebrated the opening of Sunbeam Laundry and Cleaners, 3615 Air-Line Highway, by holding open house.

CLEARWATER, FLA.—D. G. Perkins, Jr., co-owner of Clearwater Laundry, is the president-elect of Clearwater Rotary Club.



JERSEY CITY, N. J.—Irving Halevy, industrial relations director with Brunswick Laundry, 220 Tonnele Ave., has been elected to membership in Northern New Jersey Chapter, Society for Advancement of Management.

WAKEFIELD, MASS. — Wakefield Laundry, 3 Lincoln St., was among several winners in the top class of the Massachusetts Safety Council's 1953 statewide commercial vehicle accident reduction contest. This firm was also awarded a plaque in 1952 for the same achievement.

AMHERST, N.S., CAN.—A new laundry room at Highland View Hospital has been completed and is ready for the installation of laundry machinery.

LAKEWOOD, N. J.—Oscar Weinstein has opened Laundromat Half-Hour Laundry at 108 Second St.

NEWPORT, R. I.—Jack Egan is building a new addition to his laundry establishment at Thames and Mill Sts.

NEW YORK, N. Y.—Washlands, Inc., laundry establishment, has purchased a site at Walton Ave. and E. 140th St., the Bronx.

FORT ERIE, ONT., CAN.—An automatic laundry has been opened at 122 Niagara Blvd. by Mrs. Josephine Murphy.

NEW YORK, N. Y.—Laundry managers in or near New York City have been invited to attend the Metropolitan Institutional Laundry Managers Association meeting on June 16 through 19. The meeting will include visits to hospital and hotel laundries and a series of group discussions as well as social activities. Further details are available from Louis Goetz, Laundry Manager, Beth Israel Hospital, Stuyvesant Square East, New York 3, N. Y.

LITTLE FALLS, N. J.—Little Falls Laundry is planning a new air-conditioned cash-and-carry unit at 101 E. Main St. The laundry has offices in Englewood, Bloomfield, New Brunswick and Red Bank.

NORWICH, CONN.—Red Tag Laundry & Dry Cleaners, Inc., held open house April 20, 21 and 22. Charles DuPont is the president of this firm.

BRIDGEPORT, CONN. — Fairfield County's laundryowner group, the Washingdon Club, has elected new officers. David H. Miller, Model Laundry Co., is president, and Edward Monsky, Pembroke Laundry and Cleaners, Inc., is secretary.

NEWTON, N. J.—The North Jersey Institutional Laundry Managers Association met at Newton Hospital on April 15. President Frank Lippman was the featured speaker.



JACKSON, WYO.—Al Martin has installed new washing and finishing equipment in Teton Laundry.

RAYMOND, WASH. — Mrs. Grace Garrett has purchased Raymond Laundromat from Mrs. B. A. Hook.

PORTLAND, ORE. — New System Laundry awarded the owner of the 10,000,000th shirt it washed six pairs of nylons, six shirts and two new wool blankets.

CALGARY, ALTA., CAN.—Launderette 1 Hour Service has opened at 326-10a St., N.W.

OPPORTUNITY, WASH.—Mr. and Mrs. Glenn G. Bender have purchased

# Dries 30 lbs. dry weight at one time with TIMKEN® bearings carrying the overhung loads

NOT only does the Cissell Twin Laundry Tumbler increase production by combining two tumblers in the floor space of one—it also dries thirty pounds of dry weight at a time. This weight plus that of the baskets places a heavy overhung load on the worm gear shaft.

How is this weight carried? With Timken® tapered roller bearings mounted on the worm gear shaft! Line contact between the rollers and races of Timken bearings gives them extra load-carrying capacity to hold the shaft rigid. And due to their tapered construction, Timken bearings take both radial and thrust loads in any combination.

The Timken bearings normally last the life of the tumbler. They're made of the finest steel ever developed for bearings—Timken fine alloy steel. We have to make it ourselves because that's the only way we can get steel good enough for Timken bearings.

Be sure you specify Timken bearings in the laundry equipment you build or buy. Look for the trade-mark "Timken" on every bearing. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



This symbol on a product means its bearings are the best.





### GREATER LOAD AREA

Because the load is carried on the line of contact between rollers and races, Timken bearings carry greater loads, hold shafts in line, wear longer. The Timken Roller Bearing Company is the acknowledged leader in: 1. advanced design; 2. precision manufacturing; 3. rigid quality control; 4. special analysis Timken steels.





NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL ① AND THRUST →① + LOADS OR ANY COMBINATION →Û



the East Trent Laundromat, E. 6010 Trent, from Mr. and Mrs. Robert Watson.

MOUNT HOOD, ORE.—Mike Paluck has announced the sale of Mt. Hood Laundry & Cleaners to Al Hansen.

SWIFT CURRENT, SASK., CAN.—A new steam laundry has opened near Central Ave, and Railway St. It is managed by John Howard.

BASIN, WYO.—Zeno Swing has announced the opening of a self-service laundry here.

MOSES LAKE, WASH.—Fred Anderson and Travis House have announced plans to build a new plant for Diamond Laundry & Cleaners at Third Ave. and Gumwood St.

EVANSTON, WYO.—Mr. and Mrs. Morris Harding have sold Evanston New Method Laundry to Dalton Spencer and Alan Smith. Mr. Smith will manage the operation.

COLUMBIA FALLS, MONT. — Mrs. Mary Hendrickson has opened City Launderette. DE LAKE, ORE.—Mr. and Mrs. Grover Pierson have purchased DeLake Home Laundry. Extensive remodeling is planned.



ROUND LAKE, ILL. — Lakeland Laundry has moved into a new building on Route 134.

MONETT, MO.—Mike Bentley, owner of Monett Laundry, has installed new finishing equipment.

INDIANAPOLIS, IND.—Best-Grand Laundry Co. has moved into a new building at Meridian and New York.

BLACK RIVER FALLS, WIS.—Mr. and Mrs. Chris Keller have sold Keller Laundry to Mr. and Mrs. Raymond Easley, who also operate Wisconsin Dry Cleaners here.

WEST FRANKFORT, ILL.—Raymond Dorris is the new owner of Ideal Laundry, 309 W. Poplar St.

KALAMAZOO, MICH.—Store No. 2 of Magic Laundries, Inc., 2048 S. Burdick St., has been sold to Mr. and Mrs. Rudolph Evenhouse. The business is a self-service laundry.

ELDORADO, ILL.—Mr. and Mrs. Arnold Moser recently opened A & A Home Laundry.

PITTSFIELD, ILL.—Mrs. Dorothy B. Brown is now sole owner of Self-Serv Laundry on N. Monroe St. Since December 1951, Mrs. Brown and Donald F. Claus had been joint owners of the business.

THREE RIVERS, MICH.—The Southern Michigan Association of Institutional Laundry Managers met on April 14 at Three Rivers General Hospital.

GREENFIELD, IND. — Greenfield Laundry Service, 709-711 E. South, has installed a new drycleaning plant. Francis and Donald Oden, the owners, have also added a new call office.

BLOOMFIELD, IND. — Bloomfield Laundry and Drycleaning Service has



You save time and work...make operators happier...when you put Shamrocks to work! Popular with many types of users, the No. 19 Shamrock Truck is built with spring steel frame, sturdy hardwood runners, heavy-duty canvas reinforced with leather at end of strips, and many other long-wear features. There's a Shamrock style and size for every need, also special styles for individual needs. For literature and prices, contact nearest sales office below, or write MEESE, INC., Madison, Indiana.

SALES OFFICES: NEW YORK — F. R. Tyroler, 37 W. 43rd St., MU 2-1437; ATLANTA.—W. E. Petwey, 4403 Jetterson St., Chambles, Gu., Phone 7-2430; FORT WORTH—Y, M. Heeten, 4220 Normandy Road, Tel. Lockwood 6564; LOS ANGELES—Fred J. Petersen, 4645 East Olympic Bivd., OXford 9-4840. Expert Manager—R. A. Averbach, Ecoton, Pc. Cable Address: "Hally".



# "Sales increased 11%

during a period of general unemployment in this area"

says Roland Fraier General Manager The Penn Sanitary Laundry Cleveland, Ohio

"At Penn Sanitary our Lux Laundry promotion, being one of the first in

the country, began without great fanfare in advertising. Bundle inserts, posters, Lux Toilet Soap bars, and a driver sales contest were our first promotional efforts. We soon found that our regular customers were an even better form of advertising than we had dared dream. Within six weeks our sales increased 11% — and have held that margin through a period of general unemployment in this area.

"We feel that the industry as a whole needs the something extra that the Lux Laundry plan is able to bring to it. As a Lux Laundry we can provide our customers with recognized quality and service, and at the same time we have found that our soap costs have actually decreased."

To increase your sales by adding the "something extra" which the Lux Laundry plan can bring to your company, contact —

### LEVER BROTHERS COMPANY

390 Park Avenue, New York 22, N. Y.



PENN SANITARY ROUTEMEN FIND that bars of Lux Toilet Soap with imprinted wrappers are a good door opener. "By washing with a product that housewives already use and approve, we are breaking down the barrier of prejudice against professional laundries for using harsh chemicals," Mr. Fraier points out.



WASH MAN ADDS LUX FLAKES TO THE WHEEL. "The use of Lux Flakes has enabled us to offer a service to regular and potential laundry users that can be found only at a Lux Laundry," reports Mr. Fraier,

announced the opening of a self-service laundry department.

DETROIT, MICH. — The following new officers have been elected by the Detroit Industrial Launderers and Cleaning Association: Lou Dalitz, president, Michigan Industrial Laundry; Maurice Marish, vice-president, Arrow Overall Supply Co.; Victor Bernstein, treasurer, Cadillac Overall Supply Co., and Hicks Griffiths, counsel for the group.

VASSAR, MICH.—Mr. and Mrs. Clark Steele have purchased Ideal Laundry, 120 N. Water St., and will operate the establishment as Clark's Cleaners and Laundry.

OBLONG, ILL.—Mr. and Mrs. Herbert Apple have purchased Oblong Laundry from Mr. and Mrs. Paul Olvey.

MINNEAPOLIS, MINN.—The Minnesota Association of Institutional Laundry Managers has elected the following officers for the current year: Duane Young, Mount Sinai Hospital, president; Ray Johnson, Northwestern Hospital, vice-president; Don Sable, University of Minnesota Hospital Building, secretary-treasurer.



SAN LUIS OBISPO, CALIF.—Destroyed by fire in 1952, Model Linen Supply has opened its new laundry plant at 34 South St. Burch Page, the owner, held open house to celebrate the event.

RESEDA, CALIF.—James Bechtel has announced the opening of Jim's Laundromat at 17645 Sherman Way.

SUNLAND, CALIF.—Tom and Jean Dobson have taken over the management of Sunland Laundromat, 8404 Foothill Blvd.

CUSHING, OKLA.—Mr. and Mrs. Charlie Bowers have sold East Main Help-U-Self Laundry to Irene Albert.

SAN RAPHAEL, CALIF.—Laundromatic Corp., a chain of five self-service laundries in Marin, has purchased the branch store of Golden Gate Cleaners at 924 Third St. from Mrs. Alicia M. Brady.

PETALUMA, CALIF.—John and Victoria Filhes have purchased Starlight French Laundry from their son-in-law and daughter, Joseph and Lorraine Pine. Mr. and Mrs. Filhes also operate Petaluma Cleaners.

MENARD, TEX.—Frank White has purchased Slaughter's Laundry from Mr. and Mrs. Fred Slaughter.

BURBANK, CALIF. — Michael A. Cicoria has announced plans to sell Toluca Laundromat, 4111 W. Olive Ave., to Edward A. Kaiser.

BRIGHTON, COLO.—Clarence E. Hammond has purchased Brighton Self Serve Laundry from L. A. Zimmerman, who established the business last fall at 248 N. Main St.

VICI, OKLA.—Mr. and Mrs. Ival Gregory are the new owners of the Vici Helpy Selfy Laundry. They bought the establishment from Mr. and Mrs. Tommy Saxton.

LANCASTER, CALIF.—Harry Slocum, co-owner of American Laundry, has announced the opening of his firm in a new building at Trevor Ave. and Jackson St.

GOODLAND, KANS.—A new addition to Model Steam Laundry and Dry Cleaning is under way.

BELLEVUE, TEX.—Mrs. L. L. Chappell and Mrs. Sam Moore have purchased Harris Laundry.



# Save! Switch to CAMEO the 5-oz. non-congealing starch exclusive with Staley!

Leading laundries everywhere are taking advantage of worth-while starchroom savings made with CAMEO. Compared with the cost of using an 8-oz. starch, you can starch 2 out of 5 shirts without cost by using CAMEO. Fine grained, highly refined CAMEO starch always cooks smooth, lump-free. It penetrates smoothly, thoroughly. CAMEO gives pliability and perfect body that keeps customers pleased. CAMEO is always ready for instant use. No reheating, no lost time cleaning up congealed lots, no waste! Try a drum and discover for yourself the profitable advantages of doing top grade starchwork with CAMEO—the pure corn starch that delivers consistently better starchwork.

\*Based on the use of 5-oz. Cameo Starch as compared with an 8-oz. starch.

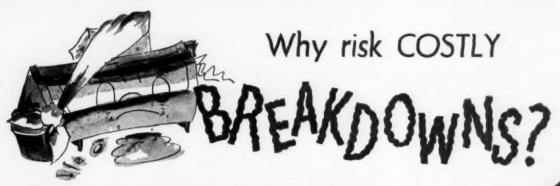


"Staley is one of the largest producers of laundry starches in the world"

# STALEY

Laundry Starches
-for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois



INSURE "on schedule" PRODUCTION

with C-L EQUIPMENT

manufactured ... engineered by

CUMMINGS-LANDAU

You don't need a staff of mechanical geniuses to keep a CUMMINGS-LANDAU washer in smooth, continuous operation. The simple rugged design - the result of 25 years of "know-how" in building, designing and servicing laundry machinery insures easy operation, faster, more economical washing, and freedom from annoying breakdowns. Cummings-Landau STAINLESS STEEL WASHERS are manufactured in capacities from 50 lbs. to 1800 lbs. per load. Available in four types: with unloading shelves, with open compartments, with "Y" glide-out compartments, or Pullman glide-out compartments. There are no finer washers made!



MANUFACTURERS . DISTRIBUTORS . REBUILDERS . ENGINEERS

**Full details** for the asking.

# **CUMMINGS-LANDAU** LAUNDRY MACHINERY CO., INC.

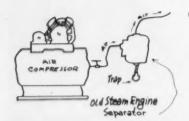
305-17 Ten Eyck Street, Brooklyn 6, N. Y.

PHONE: HYacinth 7-1616

CABLE ADDRESS: "CUMLAMAC"

## Rhapsody in Bellew

IN THE SPRING a young man's fancy lightly turns to thoughts of fishing . . . and if it hadn't rained so blasted much on this last trip I'd have tried for some of those southern Missouri bass. Roy Purkett tells me the lakes are so low, because of last season's drought, the fish have to jump in the boat to keep from getting runover. (Guess where I'm going to spend my vacation this year!)



### **Ridding Air Lines of Moisture**

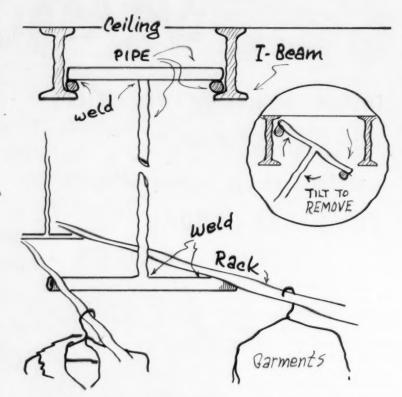
Bob Saint George, who operates a very efficient little laundry in Jefferson City, Missouri, told me how he's whipped the problem of condensate in his air lines by the use of an old steam-engine separator. Bob figures a lot of small plants still have old separators lying around in their scrap piles.

The typical old-time steam engine is a big clumsy-looking affair, but it's full of baffles which the heated air must pass around, and in so doing is cooled enough so that the moisture will collect on the plates and drop to the bottom to be drawn off.

Bob hooked his old separator up close to the compressor and drains it off into a bucket about once a day. His next move will be to replace the manually operated drain valve with a trap, so he can eliminate this daily chore. Works fine, he says; he isn't bothered with moisture in the lines any more.

### Postless Vault Racks

You'll have to go some to beat commercially made storage racks for fur storage vaults, but once in a while you'll find a contrary launderer who doesn't want supporting posts cluttering up his vault floor. Sometimes, as in this case, he'll have a heluva lot of scrap pipe and an engineer who's for-

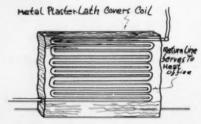


tunately handy with a welding torch!

This installation is in a big plant in Missouri. The ceiling of the vault is supported with big I-beams, so the plant engineer cut short lengths of pipe that would just fit between them. He welded them to lengths of pipe that rest on the lower lips of the I-beams. Supporting pipes to hold the garment racks are welded to the cen-

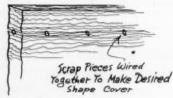
ter of the short crosspieces between the I-beams.

Weight alone can't dislodge the supporting pipes, nor can they be caused to shift position and fall off the lower lips of the I-beams. However, the empty racks can easily be removed by simply lifting one side of the rack and lowering the other. (See circled illustration.)



### Heater Guard

In Boonville, Missouri, I dropped in at the Boonville Laundry, expecting to see Charley Newcomb again. Guess what? He's sold out and is now "living



it up" out in Oceanside, California. The new owner is Ed Cundriff, a young man formerly in the hardware business . . . and doing a good job with the laundry.

I had pretty well combed this plant



# LILIFALLITE

The Fluorescent Sour

makes whites whiter

makes colors brighter

and you

save





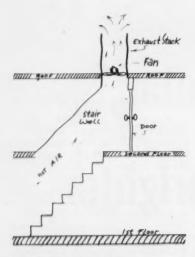
HATER TIME

Let Your Keever Sales Service Man Show You How

THE KEEVER STARCH COMPANY · COLUMBUS 15, OHIO

for gadgets a few years ago but found another one in the front office. With the office on the north side of the plant, the office door to the street let in plenty of cold air during the winter months. Someone in the past had rigged up a 3-foot-high heating coil out of the boiler return line and set it flush against the wall just inside the door. It served the purpose quite well except that it did get pretty hot and there was the danger of kids getting burned.

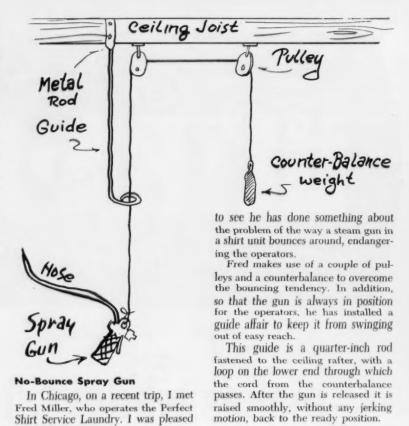
Ed showed me how he housed the coil in with ordinary metal plaster lath to make a decorative, as well as useful, guard against burns. Scrap pieces of the metal lath had been fitted together to get square corners and the desired size. The sections were wired together and it takes a close look to see it isn't all one piece.

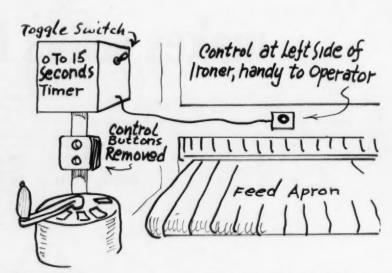


### **Ventilating Dead Spot**

From a two-story Missouri plant here's an idea for summer cooling. As in most big plants of more than one floor, there are always "dead spots" where normal ventilating efforts do very little good. The hot air backs into a corner or against a partition and just stays there in spite of all you can do. That was the problem here, where part of the finishing department was along a wall with a stairway leading to the second floor. If the door at the top of the stairs was left open it merely made the second floor hotter.

The solution of putting an exhaust stack right at the top of the stair well and installing a big exhaust fan has completely whipped the dead spot in this case. The door to the second floor is kept closed so as not to interfere with the normal cooling of that floor through the windows on all four sides, plus the second-floor fans.





### **Pillowcase Timer**

At the Progress Laundry in Chicago, engineer Carl Schmidt showed me how they have eliminated go-backs on pillowcases through the flatwork ironers. They have installed a war-surplus electronic timer between the starting box and the start-and-stop control. A toggle switch on the side of the timer box takes the place of the

start-and-stop buttons, which have been removed. The electronic timer is activated by a push-button placed at a convenient position for the feeder on the left-hand side of the feed end of the ironer. The timer is set to stop the ironer for seven seconds, then start it up again.

This is how it works: When the last one of half a dozen pillowcases hits the first chest, the feeder pushes the World's Finest Balanced SHIRT FINISHING Unit UNIPRESS

A STAR FOR CONVERSION Unipress' One Lay Sleever Irons wo quality sleeves in seconds.

Girl CONSTELLATION Shirt Finishing Unit

Distinguished for the "hand-ironed" finish that sells housewives



Unipress' Automatic Shirt Folding Table folds, bands, and stacks. Electrically heated & operated. Order separately to convert any unit.

When you demand above average quality and production, no other unit matches the UNIPRESS 2-Girl CONSTELLATION! If you never settle for anything but the very best for your customers, give them the world's most beautiful shirt . . . finished on the world's finest shirt finishing unit.

FINER FINISHING FASTER WITH



see your local Unipress



THE UNIPRESS COMPANY 2800 Lyndale Avenue, S., Minneapolis, Minnesota

Send floor plans and complete information

. . . . . . . . . . . . . . . . . .

2 Girl CONSTELLATION Shirt Unit

BEAUTIFULLY FOLDED

\_Unipress Automatic Folding Table
\_Unipress One Lay Sleever

Name

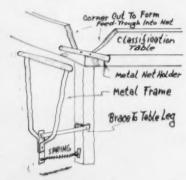
Firm. Address

Zone State

HE UNIPRESS COMPANY 2800 Lyndale Ave. South, Minneapolis, Minn.

button to stop the ironer for seven seconds while the pillowcases are on top of the roll. At the end of seven seconds the ironer starts up and continues until the button is pushed again. Seven seconds has been decided upon, in this instance, as the time needed for one-shot drying of pillowcases.

According to Carl, plant records show go-backs on pillowcases have been almost completely eliminated by this method. Records were not immediately available, but the stop interval was less than the time required to rerun the pillowcases.



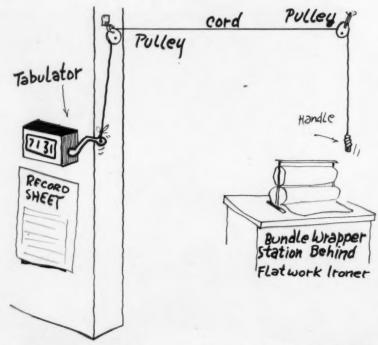
Metal Net Holder

Saw a complicated-looking net holder in Charles Petrie's All American Laundry in Chicago, and was surprised to find how simple it actually was when I started to draw it up. Made of metal, it was practically a Y' with a bar across the top for the net to fit over, held away from one corner of the classification table by a metal brace to the table leg. The brace was pinned at the lower part of the 'Y'. A spring connected to the leg of the 'Y' and the bottom of the table leg kept the top bar pulled away from the top of the table.

from the top of the table.

The classifier merely had 'to place one side of the net over the bar at the top of the 'Y', push it toward the corner of the table and hook the other

side of the net over a parallel bar fastened to the corner of the table. The spring at the bottom of the Y kept the net open to receive the garments, which were then scooped through the cut-out corner of the table.



### **Quick Flatwork Count**

Also from All American Laundry in Chicago comes a device that offers a really quick check on flatwork production without the need of keeping a lot of figures behind the ironer. The All American is fortunately all on one level, so this worked out fine.

A tabulator, or a counter, like those you see on a shirt unit to keep track of the count, has been installed on the wall at the mark-in station. A cord attached to the operating arm of the counter runs up to the ceiling through a pulley, along the ceiling to another pulley, and down to the bundle-wrapping table behind the ironer where it

fastens to a lever at the side of the wrapping table. (I illustrated it with a simple handle so as not to confuse you.) Every time a bundle is wrapped out the operator hits the lever to activate the counter over by mark-in.

Reason: Production is set here at 30 flatwork bundles per hour, and the office girl marks down the reading every half-hour when she picks up her tickets for pricing. If production for some reason is less than 30 bundles per hour the cause is quickly found out. The half-hour readings also afford the superintendent a constant check as he makes his rounds, but in case he misses it the office girl can, as Charley puts it, "hit the panic-button."

### LAUNDRY BUSINESS TRENDS

#### New York

Mar. 13—1.4% less than last year Mar. 20—4.7% less than last year

Mar. 27—5.1% less than last year

Apr. 3—2.9% less than last year

M. R. Weiser & Co., New York

#### New Jersey

Mar. 13—1.5% less than last year

Mar. 20-6.7% less than last year

Mar. 27—5.5% less than last year Apr. 3—3.3% less than last year

M. R. Weiser & Co., New York

#### Southeast

Feb.—1 % less than last year

J. R. Wilson & Co., Atlanta

### **New England**

Mar. 13-1.7% more than last year

Mar. 20-0.8% less than last year

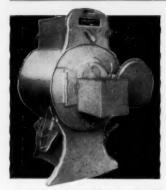
Mar. 27—2.1 % less than last year Apr. 3—1.9 % less than last year

Carruthers & Co., Boston

AN ADDED SOURCE OF INCOME FOR LAUNDRIES and DRY CLEANERS!

# RENOVATE

# HUEDS FEATHER RENOVATING MACHINES



- Model A (shown above) cleans, steams and dries feathers in a few minutes. Hopper is removable.
- Model B is available with separate feather transfer unit for speeding up processing operation.
- Both models can be quickly and easily converted to regular drying tumblers, should feather renovating be on a seasonal basis.

• For more business—and more profits—consider the advantages of offering your customers a pillow renovating service.

It is one of the few laundry services a housewife cannot perform at home. They send you flat and lumpy pillows with soiled ticks—and you return pillows that are firm and round like new—with ticks that are immaculately clean and fresh.

It is a wonderful way to get new customers—and to get bigger orders from your present customers. Best of all, Huebsch feather renovating equipment is not expensive to install—and is economical and simple to operate.

Hundreds of laundries and dry cleaners are now featuring this service. Find out about it yourself. Just write us and ask for the folder describing Huebsch Feather Renovating Machines.

HUEBSCH MANUFACTURING COMPANY

MILWAUKEE 1, WISCONSIN

Division of THE AMERICAN LAUNDRY MACHINERY CO.

### HOW

# COLOR-FUL

# ARE YOUR BUNDLES?

You're losing out on a lot of extra business if your bundles aren't filled... up to 40%...with color work.

Seem like a high percentage? Not at all! Not when you can assure customers of a safe, trustworthy color job...and you can give this assurance with Kohnstamm's exclusive Color Work Process.

This remarkable formula literally lifts the "worry" out of color work. It eliminates fading, stripping, and copying of colors. It prevents running and bleeding! It reduces the number of classifications and permits effortless breaking of colors! Best of all, Kohnstamm's Color Work Process makes possible the combining of many classifications ordinarily washed as separate loads...saving you time, equipment and supplies!

Your Kohnstamm representative can give you full details on the Color Work Process, plus an effective merchandising program to help promote it.

Call him today! No obligation, naturally!

# H. Kohnstamm & co., inc.

- · NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
   COS ANGELES, (P.O. Address) 2632 E. 54 S
- HUNTINGTON PARK, CALIF.

FOREMOST MANUFACTURER AND DISTRIBUTOR

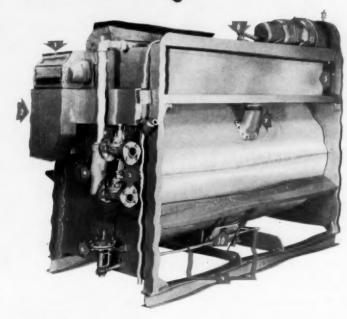


ALDANY - AYLANYA - BALTIMORE - DOSTON - DUFFALO - CINCINNA CITYLIAN - DALLAS - DINNES - SUTNOT - DREMSOND - DOSTON - DREMSOND - DOSTON - DREMSOND - DREMSON - DREMSON

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

A complete line of laundry and dry cleaning supplies. Nation-wide service.

# Built for the Job!



- 6 INLET VALVE in mixing tank, automatically controlled by "Wash-O-Matic" Brain to release pre-mixed solutions at "just-right" amounts and times.
- 7 FIVE INCH OPENING TO SHELL from mixing tank to shell permits rapid transfer of solutions to load accomplished in a matter of seconds.
- 8 AUTOMATIC STEAM VALVE · injects controlled steam to shell giving absolute control of water temperature at all times.
- 9 DUAL STEAM SPREADERS syphons steam from bottom of shell after solution enters, providing temperature requirements demand. Steam never touches contents of load.
- 10 TWELVE INCH MUSHROOM HYDRAULIC DUMP VALVErapidly drains the shell preparing it for the next solution or unloading.

- "WASH-O-MATIC" BRAIN your positive control of every washing cycle - error free operation without constant supervision.
- 2 CONTROL PANEL relays and operates the ROBOT washer as dictated by your formula cut on the drum in "Wash-O-Matic" Brain.
- 3 HYDRAULIC HOT AND COLD WATER VALVES precision controlled entrance of hot and cold water to blending chamber before entering the mixing tank.
- 4 BLENDING CHAMBER generous size permitting hot & cold water to blend before entering the mixing tank.
- 5 PRE-MIXING TANX ample capacity permitting thorough mixing and dissolving of all ingredients in solution before contacting the load in cylinder.



Robot Laundry Machinery Sales Division of The Wolf Company Chambersburg, Penna. Please send without obligation full information on ROBOT Self-contained Automatic Washers.	R	ROBOT

Company \_\_\_\_

DIVISION OF THE WOLF COMPANY

MACHINERY SALES

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

LAUNDRY



Officers and trustees of PLOA include, left to right, seated: Chantry Davis, service secretary; Dr. A. F. Shupp, retiring president, now vice-president, Johnstown; William W. Silliman, vice-president, Allentown; R. F. Kroll, Jr., president, Philadelphia; John G. Shott, secretary-treasurer, Norristown. Standing: Henry Wasbers, Jr., York; Charles E. Mertz and John A Fullerton, both of Pittsburgh; H. A. Maggs, Lock Haven; Victor Faralli, Philadelphia; J. A. Lotona, Oil City. Not in picture, Howard A. Parris, Jr., Philadelphia

## Seminar at Pennsylvania Meeting

THE TIDE OF IDEAS reached a new high when the members of the Pennsylvania Laundryowners Association met at the Traymore Hotel in Atlantic City, April 29 to May 1, for their forty-sixth annual convention.

Again, the most provocative session turned out to be the seminar at which the members pooled their ideas to solve "The Problem of Regaining Shirt Volume." Small, closely supervised discussion groups investigated the various facets affecting shirt traffic (e.g., packaging, delivery schedules, quality, promotion, etc.) and from time to time a roving mikeman culled and broadcast to all the meatiest findings made by each group. The exchange of ideas resulted in some interesting procedures which you'll be

reading about in future issues of STARCHROOM.

The three-day program got under way with an evening session at which Martin W. Schaul, industrial psychologist with the National Foreman's Institute, spoke on "Human Relations in the Laundry Field." As he viewed it, the biggest stumbling blocks of our industry are absenteeism and labor turnover. To help remedy these conditions he cited solutions which had been applied successfully by other industries. Basically, the most important aim is to reshape employee attitude by giving them a greater feeling of participation and pride in their work.

The charged system of drycleaning has become an indispensable topic of conversation at any and all laundry or cleaning conventions and things were no different at the Boardwalk City. James M. Chisholm, Sanitone Division, Emery Industries, Inc., and Hugh F. Convery, Pennsylvania Salt Manufacturing Co., covered this topic which was billed under the general heading "Charge It—But Watch k."

Using a slide projector, Mr. Chisholm illustrated and explained the merits of the standard light or standard 1 percent charge stressing economy, safety and results. Mr. Convery held the middle ground by expanding his talk to give consideration to factors influencing charged-system performance. Among specific points raised and discussed were moisture content, operating procedure, solvent purity and temperature.

At a later meeting George Fulton, director of research at the National Institute of Drycleaning, presented the latest survey of 500 test bundles from plants using the two-bath method, single-bath method with a charged system, as well as plants not using any charge. The comparison of these to show redeposition and watersoluble-soil removal indicated that almost any charge is better than none. But discrepancies between the best and worst in each classification indicated that a lot of operators were not using their systems properly. Mr. Fulton attempted to explain why these variations occurred and suggested methods for improvement.

At the second day's session W. E. "Bill" Mercer, department of sales and advertising, American Institute of Laundering, chose to explain "How to Select a Main Sales Aim," citing a campaign which AIL is currently test-



Seminar, croupiers and contour sheets at Atlantic City hold attention of 158 delegates



### RED EDGE KNITTED PADDING

Available in the right Types and Styles for all your finishing Equipment!

STANDARD 1/4" and 3/4"
FOR FLATWORK IRONERS: 1/4" and 3/4"
Styles in Rells, or Cut and Bound Pads.
FOR PRESSES: 3/4" Style, Redi-cut and Bound
Pads. Also available in Press Padding Rolls.

### DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Boun Pad Styles.

Cotton: Cotton Binders attached.
Cotton: Asbestos Binders attached.
Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads available WITHOUT Binders if desired. Single Thick Pads available in all 3 cottonasbestes styles for Flatwork Ironers using spring padding. "Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses... treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

# RED EDGE Knitted Padding

ing and which will soon be released to its members, Mr. Mercer also described "How To Measure Routemen" by using a slightly different past-performance yardstick which is intended to eliminate the personal element of judgment to give an unbiased picture.

Richard L. Corby, Jr., Corby's Enterprise Laundry, Summit, N. J., described "The Oscar Award—Jersey Style." This is a promotion program through which participating laundries can give national recognition to their best routemen and help their sales at the same time. As he reports, results thus far have been very encouraging.

A. L. Christensen, manager of the department of production and engineering, AIL, told how to do "A Better Job at Lower Cost" by giving practical instructions on improving production. And he showed the boys, right then and there, how to handle and fold the troublesome contour sheet—a demonstration much appreciated by the assembly. To do any job better, he exlained, it is first necessary to keep records to find out just what is being done. Then the task is to simplify, standardize and supervise

the operation until the desired results are obtained.

There was also a simplified annual report of claim analysis made by Dr. William D. Endriss and John Parsely of the Philadelphia Textile Institute and aptly labeled "Report From the Crime Lab."

Howard Howe, Washington representative, AIL, again presented the most important legislation currently before the Congress affecting the industry and attempted to paint a political picture of the Washington scene. He cited the most influential men "on the Hill" and tried to anticipate what would happen after the elections.

The final day's session brought Kenneth D. Weiser of M. R. Weiser & Company to the podium to explain how a little effort in establishing and using budgets and quotas can make these items "Two Keys to Success."

And Charles MacCallum, Dow Chemical Company, annotated the comparative histories of "Joe Slow and Bill Smart" which were pictured in a slide presentation especially prepared by his company.

This year's convention concerned itself less with the social aspects,

omitting the usual luncheons and banquets, and concentrated instead on securing a stimulating speaker slate. It proved quite successful. This is not to say that conviviality was forgotten entirely. The opening night, for example, featured a Monte Carlo party which served as a combination buffetcocktail party and featured games of chance from black jack to roulette. The tables were handled by committee members who played the role of croupiers right down to the green eyeshades. Each person attending the party was given a wad of play money and the object was to see who would end up with the biggest bankroll at the end of the evening. Prizes were awarded the top dozen winners.

Four new trustees were elected at the business session: Victor Faralli, Real Service Laundry, Philadelphia; John A. Fullerton, United Laundries, Pittsburgh; H. A. Maggs, Lock Haven Laundry, Lock Haven; and Henry Wasbers, Jr., Wasbers York City Laundry, York.

C. Herbert Koch of Allen Laundry, Allentown, was adjudged the best poet of the convention and his entry won a free registration,—Henry Mozdzer

## Ohio Laundryowners Convene

THUNDERBOLTS and torrential rains failed to dampen the enthusiasm of the close to 150 members and guests who attended the annual convention of the Ohio Laundryowners' Association at Mansfield, Ohio, April 22 and 23.

The theme of this year's meeting might well have been "Changing Laundry Trends and Opportunities," which happened to be the title of A. L. Christensen's address. Mr. Christensen is manager of the department of production and engineering at the American Institute of Laundering and, as he sees it, the major trends of the industry today are these; modernization of plant and office facilities; application of powerful, dynamic merchandising techniques;

vigorously going after business from any source; attracting the over-thecounter trade; consolidation and purchase of unprofitable plants, and liquidating or moving plants to follow population.

Most of the speeches which preceded and followed this address could have been an amplification of one or

more of these points.

Lead-off speaker Don E: Tuttle, director of the laundry research department, Procter & Camble, presented a talk on "Soaps, New Soaps and a New Washing Method." In it he attempted to describe the rather complex chemical structure of anionic, cationic and nonionic soaps and, with this background established, explained the so-called "crossfire" method of soil re-

moval. This method, using soap and properly selected synthetic detergents in a washing formula, is said to obtain better soil removal. require less bleaching, fewer rinses and generally reduce cleaning time while improving quality of work.

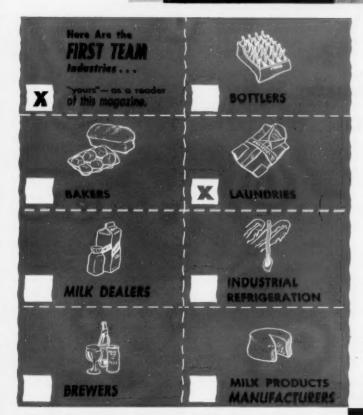
Sticking to the chemical side of laundering, Research Director Harold Suter, J. B. Ford Division, Wyandotte Chemicals Corporation, discussed "CMC and Bleaching." He told of new and improved developments in sizing and whitening which seem to retain the advantages of older techniques without their disadvantages.

The first-day session was concluded with an inspirational after-dinner speech by Ben H. Taylor of the Employee Relations Division, The B. F.



Crossfired, challenged and evolutionized at the two-day Ohio Laundryowners convention





### "An Invitation Like This Started Me . . . "

(Your Dodson Field Underwriter is your service specialist in your industry-not an agent or salesman Don't hesitate to ask for his confidential counsel)

BRUCE DODSON & CO.

### (A Typical New-Member Story)

"'Now let me ask you a question,' I said. Just what are these two inventory items?'

"That started it.

"After our Dodson Field Underwriter answered that question . . . then told me what it meant . . . well, I nearly jumped out of my chair!

"You see, this is what had happened. My wellmeaning insurance agent—but not a specialist in my type of business—had classed certain items in the way usual for him. But that way did not happen to fit my type of business.

"Well, I found that I had bought only partial coverage, and at a bigher cost than needed under the FIRST TEAM Plan to give me full and complete coverage!

"The three answers? Here they are:

(1) an error that endangered my business; (2) wasted premium cost; (3) how to protect me fully for actually less cost!

"What did I do? I asked whether or not our business qualified for the First Team group in our industry. Then I qualified and became a

"After all, the FIRST TEAM Insurance Program is really owrs . . . why shouldn't I secure the exclusive FIRST TEAM benefits and specialized service? And so I did!"

Couldn't the above true story be yours also? Don't hesitate to send in the invitation below.

### Just Attach To Your Letterhead

Knowing that I'm not obligating myself, I would like a copy of your special brochure . . . "Exclusive First Team Benefits" . . . as applied to my type of business.

Clip to letterhead and send to

### BRUCE DODSON & CO.

188 W. 28th St. Kansas City 10, Missouri



Board of trustees includes, left to right, front row: Merrill M. Sitz, Akron; Gordon A. Schwan of Mansfield, retiring president, and his brother Carlton F. Schwan, Part Clinton, president of Ohio State Association of Cleaners & Dyers. Second row: Edwin Durham, Columbus; Charles Larkin, Toledo; Don Dolbeer, Springfield, and George Feller, Bowling Green. Executive Secretary Wilson A. Leece, Cleveland, last row

Goodrich Company, which really turned out to be inspirational. He spoke of "Today's Challenge in Human Relations" and described this challenge as "the need to make work more purposeful." Money isn't enough, he said, since our social status is measured by the type of job we hold. The primary aim of an individual is to justify himself to himself; good human relations helps do just that.

At the second day's session John Carruthers, John Carruthers & Company, Accountants and Management Consultants, suggested "New Ways to Cut Costs of Paper Work," and demonstrated a new electrical register which greatly simplifies the chores of keeping track of laundry sales.

The history of neighborhood laundries was described by Price Shoemaker, district sales manager of ALD, who warned "Commercial Laundries Better Believe in Evolution." Drawing an analogy between the development of railroad and truck transportation, he suggested that commercial laundries might find themselves in the same position as the railroads which, while still retaining a sizable

portion of business, have lost out a good deal to the truckers. He showed that commercial laundries can do well in venturing into the small-washer field with package plants at call offices to give the customers what they want.

"A Valued Type of Advertising for Laundries" was described by Gilmore Hiett, manager of advertising promotion, Gorman-Rupp. He elaborated and speculated on a "birth announcement" type of ad which has been run successfully for many years by one of the local launderers.

Winding up the program was a panel discussion at which Burt Myers, Jr., Holiday House of Laundering, Ashland; Arthur D. Osmon, Domestic Laundry & Dry Cleaning Co., Tiffin, and Lawrence W. Keating, Home Service, Inc., Lima, presented their personal views on "What Your Customer Wants—How To Profit by It."

Three new members were elected to the board of trustees: Gordon Schwan of Mansfield, Edwin Durham of Columbus and Kenneth Faig of Cincinnati.—Henry Mozdzer

## Sales Clinic Keynotes Boston Meeting

OVER 300 ROUTE SALESMEN and other key personnel attended the Friday-evening sales clinic which kicked off the annual meeting of the Massachusetts Laundryowners' Association in Boston on April 9 and 10. For the second year in a row Buck McKinnon. Boston sales training consultant, conducted this part of the program. He was assisted by four laundry customers from Quincy (two ladies and two gentlemen) who pulled no punches in relaying to the group their experiences with route salesmen. It was a stimulating session and held the attention of the audience past the scheduled closing hour.

Early Saturday morning the Allied Trades Association held its annual meeting and elected Howard Gates, Calgon, Inc., president for the ensuing year. This was followed by the annual meeting of the Young Men's Club at which Howard S. Parker, Jr., Salem, turned the president's gavel over to Joseph A. Robertson of Lawrence.

At the association's annual meeting which followed, the retiring president, Fred A. Blake, Gardner, presided and the following officers were elected: Harry Walles, Malden, president; Forrest I. Neal, Jr., Quincy, vice-president; Keelan S. Milbury, Brookline, treasurer, and Edward S. Frenier, Holyoke, secretary. Newly elected as

directors were: Arthur H. Brown, Adams; Fred A. Blake, Gardner, and Harold S. Parker, Salem. Holdover directors are: Walter Pembrook, Somerville; Robert Clark, Middleboro; Joseph A. Robertson, Lawrence, and Russell P. Dale, Jr., Springfield. The three district representatives, Walter Spallholz, Portland, Me.; John S. Gikas, Manchester, N. H., and John Cummings, Jr., Pawtucket, R. I., were reelected. Henry W. Kruschwitz, Amesbury; Glen McCrillis, Brockton, and Carl Tinglof, Brookline, were elected directors-at-large.

Joseph Robertson then presided at a production clinic which included brief talks by Louis Weitz, Dorchester; Arthur Chambers, Roxbury; Melvin Crosby, Wakefield, and Murdock Johnson, Boston. Each of the participants described the primary achieve-

ment in his plant which aided production most during the past year.

Arthur Brannen and Arthur Parsons, both past presidents of the Association, were honored with testimonials at the luncheon. Following presentation of the Massachusetts Safety Council Awards, Dr. Allen A. Stockdale, a dynamic speaker from the National Association of Manufacturers, delivered a talk on the opportunities of American businessmen. At the conclusion of Dr. Stockdale's talk, retiring president Blake turned the gavel over to Harry Walles.

The final session of the meeting began with a showing of the colored slide film, "What's in Store for Laundries," shown through courtesy of the American Laundry Machinery Company. Next James A. Barnes, editor,

(Continued on page 66)



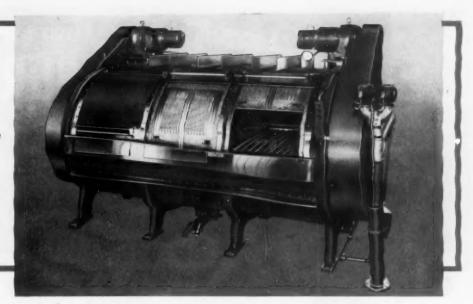
Massachusetts efficers, left to right: Forrest 1. Neal, Jr., vice-president; Fred A. Blake, retiring president; Harry A. Walles, president

# NOW!-54" SUPER

open type metal washer for large volume operators featuring

QWIK-OUT

removable horizontal unloading trays



# for Easier Unloading ... Cleaner Washes!

Light weight aluminum partitions are easily placed in cylinder.



If you want <u>superior washability</u> plus <u>easier unloading</u>, you'll want to investigate the new SUPER METAL WASHER with "QWIK-OUT" removable metal unloading partitions.

 Available now in 36", 42" and 54" cylinder diameters.

Open pocket design permits work to drop the maximum distance during the washing operation. This principle has been proved best for thorough soil removal. Add SUPER'S highly efficient cylinder design . . . full length round-nose lifting

After cylinder is inverted work can be slid off partitions without lifting or strain.



ribs . . . 626 smooth embossed perforations per square foot . . . properly timed reversing controller and you've got SUPER washability for faster, cheaper, cleaner washing.

Qwik-Out removable horizontal unloading partitions reduce operator effort and fatigue to a minimum. No stretching to reach work at bottom of cylinder! No lifting of work! Operator simply places light partitions in the compartments, closes doors, turns cylinder one-half turn. All work is deposited on top of partitions where it can be easily reached and slid directly into containers.

For all the facts on Super Qwik-Out, send for bulletin W-9-52.



Unloading



Conventional



Onen ten



Automatic



Chest & Cylinder



Laundry



Automatic

Investigate the complete SUPER Laundry Line. Jobbers in all principal cities.



SUPER LAUNDRY MACHINERY COMPANY

A Division of St. Joe Machines "Since 1877"

ST. JOSEPH MICHIGAN



# Check these Advantages

- 1. SAVES LABOR.
  - A. Speeds up ironing.
  - B. Eliminates costly manual shake-out and transporting.
  - C. Saves hours of high cost time on loading and unloading. Loads and unloads non-stop with push-button control. Loads one side; discharges other side

for steady flow of properly conditioned pieces.

- Quickly pays its way in lower cost, improved performance, dependable day-in and day-out trouble-free operation.
- 3. Enormous capacity . . . up to 250 lbs. per load.
- Timer control assures uniform quality; cylinder reverses automatically.

ONLY 5 Minutes' Tumbling vantages



UNLOADING

Proven ideal for laundries, linen suppliers, garment conditioners, hotels and institutions • Heating and tumbling flatwork makes it softer and easier to handle • Can be used with centrifugal or squeeze-type extractors • Conditions flatwork ready to iron. No hand-shaking necessary • Keeps ironers continuously busy.



LOADING



SHAKE-OUT

72" BIGMOUTH HEAT CONDITIONER



PURKETT MANUFACTURING COMPANY

Why it pays you to use ...

Whitehouse

# DIAMOND NETS

For a knit net scientifically designed for real service and long wear, we recommend DIAMOND knit nets.

These nets are constructed with 100% first quality Dupont nylon. Their design was developed after thorough and extensive research by the Whitehouse Research Laboratories. And these nets were carefully tested commercially before being generally released. If you prefer a knit net, you'll find DIAMOND KNIT NETS superior—"the Jewel of the knit nets". Reg. U.S. Pat. Office

NOW AVAILABLE

RED · GREEN

**BLUE - YELLOW** 

Continued Leadership through Constant Research

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 2, New York

(Continued from page 62)
STARCHROOM LAUNDRY JOURNAL,
brought members of the audience a
report on the present-day trend toward
decentralization of large plants and
the establishment of small, quickservice laundries and feeder plants.

This was followed by the annual Town Meeting session under the chairmanship of William Saville of Roxbury. Mr. Barnes was joined by Sidney Green, South Boston; Forrest 1. Neal, Jr., Quincy; John Hooper, Salem, and John Carruthers as partici-

pants in the panel. Questions were directed by members of the audience to this group, each of whom gave a brief, informal talk.

The annual cocktail party for all brought the fast-moving, stimulating meeting to a close.—Jim Barnes

### **Asheville Draws 200**

FINE SPEECHES, balmy weather, and some of the most beautiful mountains this side of the Rockies were the attractions that drew about 200 drycleaners, launderers and allied tradesmen to the forty-seventh annual convention of the North Carolina Association of Launderers and Cleaners, April 7 and 8, at Asheville. The meeting also served to honor Canie N. Brown, president of the Swannanoa Laundry, Asheville, a charter member of the association.

The program got under way on Wednesday afternoon with the usual formalities and a short period of group singing. Henry Benoit, Charlotte, dean of all group-singing leaders, was unable to attend due to illness, but the rafters rang anyway.

First speaker was Syd E. Moore,

president of Carman & Co., who spoke of the seriousness of the laundry sales predicament and suggested means by which launderers and drycleaners can bolster their sales efforts.

Next on the program was E. W. Pearce, Greensboro, president of the American Institute of Laundering. He urged his listeners to expand their services, stating that straight family laundry service is not enough in today's competitive situation. He looks forward to closer cooperation among the various sections of the textile maintenance industry.

Robert C. Young of the AIL salesadvertising department spoke of AIL's experience with telephone-answering services (they work!), a Beat Last Week contest for routemen, and a Pyramid of Pillows route contest. Thursday morning's first speaker was G. Herbert Koch, general manager of the Allen Laundry, Allentown, Pa. Mr. Koch presented a detailed explanation of his firm's plans for doing something about its laundry and drycleaning sales problems. He explained Allen's well-organized sales setup, especially with regard to the training and development of routemen.

Next was Ben A. Douglas, director of the state's Department of Conservation and Development, Mr. Douglas pointed out just how the state's welfare and economic growth affects laundry and drycleaning sales.

Bill Boyd, sales manager of Sanitone Division, Emery Industries, Inc., wound up the morning session with a condensation of his "Blueprint for Sales" address,

In the afternoon Jack Ireland of the National Institute of Drycleaning discussed the charged system. He advised cleaners to make sure that they allow sufficient running time, offered the thought that far more prespotting is being done than is actually necessary, and declared that soaking badly soiled garments in a high-charge solution loaded with water is a good trick if you know how to do it,

P. C. McCutcheon, head of Dow Chemical Company's solvent sales, pointed up the advantages of good public relations and sales-management psychology with the well-told "Story of Joe Slow and Bill Smart."

It was voted to retain the present slate of officers for another year: Robert E. Kizer, Asheboro, president; Paul K. Ewell, Farmville; Virgil Lane, Greensboro, and D. M. McKnight, Asheville, vice-presidents; C. W. Grimes, Charlotte, sergeant-at-arms, and Fred Dodge, Raleigh, executive secretary and treasurer. New directors elected were Harold Hardin, Concord; W. H. Ellison, Winston-Salem; Dewey Williams, Lumberton; E. T. Baysden, Rocky Mount; Robert G. Casey, Goldsboro; H. C. Miller, Williamston, and George T, Burnett, New Bern.

Entertainment features were the President's tea dance and reception Wednesday evening, and the banquet and dance Thursday evening. The banquet speaker was J. C. Lynd, personnel director, Dixie Home Stores, Greenville.—Phil Greene



Reelected officers, left to right, seated: Virgil Lane, Robert E. Kizer. Standing: D. M. McKnight, Fred Dodge, C. W. Grimes. Paul K. Ewell was not present for picture



Wednesday speakers, left to right: E. W. Pearce, president, All, Robert E. Kizer, president, North Carolina association; Syd E. Moore, president, Carman & Co.; Canie N, Brown, honored member; Robert C. Young, All sales-advertising department

# Brother, you've just made the right choice!



STURDY, beautifully and simply designed . . . ANY PART CAN BE REPLACED IN LESS THAN 15 MINUTES. Separate motors for fans and baskets. Powered with the famous Cissell Gear Reducer.



The talk of the industry! Here's why: Sturdy construction . . . dependable performance . . . flexible operation . . . accessible parts for maintenance and cleaning. CISSELL LAUNDRY TUMBLERS—GAS-FIRED, 36" x 30", or "Twin" with Time & Temperature Control or Bell Signal Time Alarm. STEAM-HEATED, 42" x 42"-100 lb., 36" x 30", or "Twin" with Time & Temperature Dry Alarm or Bell Signal Time Alarm. CISSELL DRYCLEANING TUMBLERS—STEAM-HEATED ONLY, 42" x 42"-100 lb., or 36" x 30" with Bell Signal Time Alarm and Thermometer.

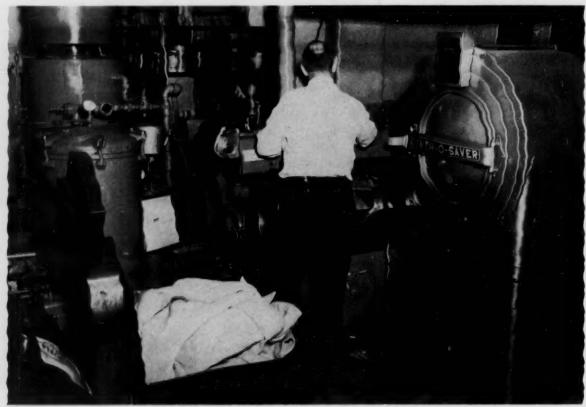
NOTE: 42" x 42" Tumblers have reversing or non-reversing basket.

# CISSELL

W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY.

Consult Your Jobber

Pacific Coast Office-4823 W. Jefferson Blvd., Los Angeles-Foreign Distributors write Export Dept.-Cable: "CISSELL"



Washman has plenty of room yet is within easy reach of scale, 28-pound synthetic unit and solvent reclaimer. Thanks to careful planning, all equipment was moved in and connected over one weekend

# Separate Site for Drycleaning

Removal of department to downtown location permits expansion of space, services, sales

By HENRY MOZDZER

PLANS FOR EXPANSION of plant facilities are often dropped because the owner couldn't build on to, along-side of, over or under the existing building. Yet very often the problem can be easily solved by moving a specific department to another location which may be miles away from the plant.

Pembroke Laundry at Bridgeport, Connecticut, did just this when it was decided to enlarge the drycleaning department. And the move resulted in these advantages;

 Much needed space gained and services expanded.

2. Additional sales outlet acquired at good location.

3. Profitable return realized from investment.

Pembroke doesn't consider that its drycleaning department really amounted to anything until two years ago when it was moved out of the main plant, With the change to roomier quarters it has since grown to the point where it now accounts for about





The World's Finest Air-Operated Drycleaning Press



With a startling new idea, Pantex engineers probed the research data of their Hydraulic Division, drew on their own leadership in air press design . . . then proceeded to build the world's first Air-Hydraulic Drycleaning Press. The Pantex HYDRO-AIR PRESS is revolutionary in concept and just as revolutionary in operation. Many who have seen it in action, have hailed it as the ultimate in garment press performance.

One thing is certain: it is by far the finest air-operated drycleaning press available today. It already has set entirely new standards of simplicity, effortless control and sustained hourly production. With it, a new era of quality garment pressing . . . in volume . . . made easier and more profitable . . . has begun.



Each finisher gets a full let at a time to complete. Girl in background tends two assembly rings which enable her to work two and as many as four lots at one time if necessary. Prenumbered fiber tays are used for identification

25 percent of the company's total sales volume.

The site of the drycleaning plant is a corner location on a main traffic artery in the downtown section of the city and its call office is passed by thousands of people daily. It was formerly the home of one of the city's oldest laundries which only a few weeks before had closed its doors. The point to be made here is that for generations people had grown accustomed to having their cleaning done at this location. It had prestige value and that doesn't exactly hurt business. In fact, this office today brings in approximately 15 percent of Pembroke's revenue.

#### Word of warning

It might be worth mentioning here that nothing should be taken for granted when moving into another section of the city—any city—even if you are moving into a building that only a short time previously had housed a laundry business.

Pembroke management went ahead making the drycleaning installation without making any inquiries as to the zoning regulations, taking it for granted that the existence of the previous business attested zoning approval. It did not know that the zoning for

the site had changed from a light industrial to a business classification. It took a bit of sweating and proof of good intentions had to be established before the zoning board reversed its ruling.

### Service and quality

Just moving a drycleaning department to another location doesn't insure instant rewards. It takes that extra something to capture public favor and patronage. What does Pembroke have to offer? Well, it has pickup-and-delivery service for those requiring it, with once-a-week deliveries. This service seems to be popular and is used by about two-thirds of Pembroke's customers.

Or, the customer can get three-day service here, at a cash-and-carry store in another part of town or at the call office at the main plant. There is also a further inducement of 15 percent discount on all orders brought in in this manner.

For customers who really need their work in a hurry, Pembroke offers its "Sudden Service" (or same-day) on both laundry and drycleaning. On at least one occasion the demand for this service was so heavy that the staff worked for two solid days on these orders exclusively. The demand is

there in spite of the fact that this service costs the customer 25 percent extra.

Besides service, Pembroke also stresses the quality of its cleaning. It takes pride in being a long-time licensed user of a charged system of drycleaning operating on the 1 percent charge.

Now management believes people don't find out about the service and quality in a town this size (about 155,000) unless they are told through advertising. Pembroke makes prominent use of telephone directory ads and occasional newspaper insertions but feels most benefits are derived from its radio spot, which precedes the morning news. The broadcast is carried by one of the most listened-to stations in what is the wealthiest county in the country on the basis of per capita income.

#### Credit control

Pembroke is perhaps one of the few plants going which has a waiting list of customers who want to open a credit account.

Quite some time ago it became the policy of the company to enter the name and address of credit customers in a ledger book. The book held, if we're not mistaken, somewhere in the

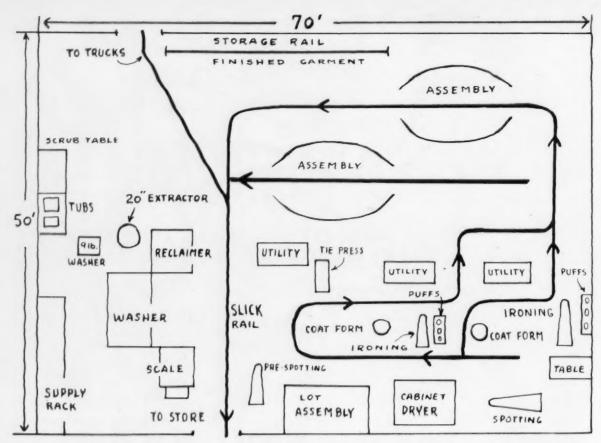


STANDARD MOTH SEAL GARMENT STORAGE BAG

> It's blanket-cleaning time again . . . and time for you to suggest to your customers that they store their blankets and woolens in a Moth Seal Blanket Bag as protection against fading, dust, moths. That's extra profit for you, as well as extra customer satisfaction on every sale. Two styles . . . Standard Cedar Grain . . . and DeLuxe Tweed with Patented Fade-Proof Windo. Get them from your favorite jobber today!

### Lincoln Bag Company, Inc.

Para-Lux Products Company 1211 WEST SCHUBERT AVENUE . CHICAGO 39, ILLINOIS



Layout shows orderly arrangement of Pembroke Laundry's drycleaning department which operates as package unit in another part of city

neighborhood of 200 names, Eventually it was filled and another book started.

When two such volumes had been filled, management decided it was

time to call a halt right then and there. No more new credit customers would be accepted. The only way to get in the book was as a replacement for someone who had dropped out for one reason or another. As these vacancies develop, a letter is sent out to the next name on the waiting list announcing the pleasure of accepting his or her credit account.

#### The Bell Rings at Midnight

The telephone on this desk may seem harmless enough, but it's loaded with terrific sales potential. Especially when it's attached to the recording mechanism seen in the center background.

Together these two items at Buckley Cleaners & Launerers, Milwaukee, Wisconsin, serve as an automatic phone answerer to get after-hour calls for pickup service. Perhaps the most interesting thing observed about this system is that some of the calls have come in at 3 and 4 o'clock in the morning.

The phone stands on a base that has a small built-in loudspeaker and a microphone. When the phone rings, it activates a lever that lifts the receiver just "off the hook." Then the recorder takes over and a "prearranged" voice extends a greeting and brief instructions. There is a pause that allows the customer enough time to give his message, name and address. This is recorded on tape. Buckley averages about 20 calls per night, though some nights it may run up to 30.

Early in the morning, the tape is played back and requests for service are transcribed and given to the routemen. The spool on the recorder is calibrated to show how much of the tape was played the night before, indicating to the woman



who transcribes the messages about how long she will have to listen.

Automatic phone answering devices of this type are quite popular in Milwaukee. This is the second one that the Buckley plant has had. Buckley has been using them for at least five years.

How many calls are you missing between midnight and six?



you can save \$2.50 on

your copy of if you act at once!

THE FUR BOOK

BY DAVID G. KAPLAN

regularly \$7 50

FOR A LIMITED TIME—BARGAIN PRICE—ONLY\$5.00

for the most complete textbook on the maintenance of fur garments Repairing-Remodeling-Cleaning Get full profit from your storage vault . . . by servicing your customers' stored fur garments. THE FUR BOOK tells you how—in clear, detailed instructions by a practical teacher-furrier.



Send this money-saving coupon— TODAY

#### STARCHROOM LAUNDRY JOURNAL

304 East 45th Street, New York 17, N. Y.

check

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Please send me THE FUR BOOK at Special Spring Price of Only \$5.00

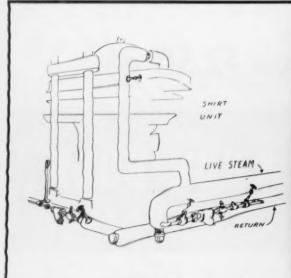
Name

Firm

Address

City .

tate



AMESICAL PARTICIPATION OF THE STREET, AMESICAL PARTICIPATION OF THE ST

FIGURE 1

PHOTO A

# Modernized Engineering Meets New Demands

Improved handling of steam and condensate boosts production, cuts fuel and maintenance

By JOSEPH C. McCABE

Engineering Editor

FOR 73 YEARS the Globe Laundry up in Portland, Maine, has been doing business in the same locality. Over these years the management has constantly tried to keep pace with improvements in the laundry field as well as anticipate the new demands of

the public. The latest evidence is the very sizable drycleaning department recently put in.

Behind this latest step is a highly commendable modernization program that plant engineer W. J. Lucas, Sr., directed on the laundry equipment.

#### Analyzing the problem

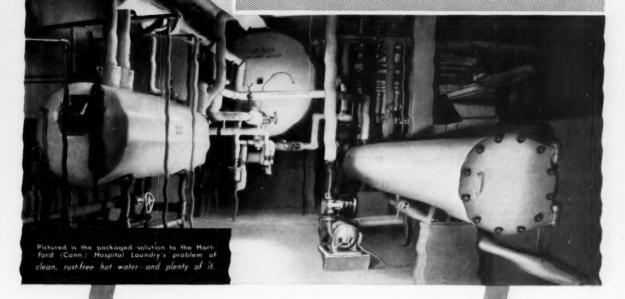
Mr. Lucas started with the fundamental understanding that plant growth had crippled the effectiveness of his steam supply and return system. Boiler makeup ran as much as 40 percent, so oil bills started climbing. What was even worse, on the flatwork ironer with a 24-inch drum (Photo C) the plant was able to get only 50 sheets per hour.

As a rough rule of thumb, Mr. Lucas reasoned he should be getting finished flatwork at the rate of one pound of steam per pound of dry fabric. This was way better than the actual steam consumption per pound of finished product.

The first requisite for economical use of steam seemed to be met since there was a steam trap already on the machine. It it were working properly it would insure the even, controllable temperature desired in the ironer and at the same time permit maximum recovery of heat energy in the steam. For the time being Mr. Lucas went looking for other heat wasters.

The next possible major source of steam waste could be insufficient extraction. If the run of the extractor is shortened below its rated running time, or if the machine is overloaded, the extraction of water may be reduced to 40 or even 30 percent, considerably below the desired 50 per-

# and SAVE MONE



This p-k water heating combination starts saving right from the beginning and results in lower fuel bills. The entire installation—condensate cooler, waste water heat reclaimer, vent condenser and copper silicon hot water storage heater—is designed to furnish low cost hot water by using all available waste heat. Live steam consumption is at a minimum. In commercial and institutional laundries, p-k equipment works continually to get the utmost out of what was once wasted. It can do the same for you, too.

Since 1880 p-k has specialized in storage water heaters and heat exchange equipment. Whatever your heat reclaiming problem, p-k equipment is designed to do the job and save you money. Full information is yours for the asking. Write for p-k catalog No. 310.



#### the Patterson-Kelley Co., inc.

150 Wilson Avenue, East Stroudsburg, Penn.

D 1001

101 Park Avenus, New York 17 . Railway Exchange Building, Chicago 4 . 1700 Walnut Street, Philadelphia 3 . 96-A Huntington Avenue, Boston 16 . and other principal cities.

### FULLY AUTOMATIC WATER SOFTENING



This is a Fully Automatic Inversand Water Softening Plant Installed in a New York State Laundry in 1949

For 4 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None
Economical—"100% PLUS"
And today you can have a Fully Automatic
Inversand Water Softener for little more
than the cost of a manual unit.

New Inversand Softeners
or Conversions of Your Present
Units—Write or Call Us—
Manual or Automatic

Bulletin IS-1 Just out-FREE for the asking.



Phone
GLassboro 4-3200

cent. The surplus water remaining in the fabrics then must be evaporated by flatwork ironers, tumblers and presses. This not only is costly in terms of pounds of steam used but, what's worse, it creates still other operating problems. One of the most evident is extra flatwork-ironer runs. The answer to this seems to be to adjust the ironer speeds to the weight of the material and the water it contains to prevent second runs. But when, as at Globe, operating figures from a few years back showed that the very same materials had been running at much faster speeds with ex-

cellent results, then plainly something

Actually, there's only one way of spotting operating trouble by this method, and that is on-the-spot supervision such as Mr. Lucas supplied. Such data can be secured by installing a condensate meter on the steam re-

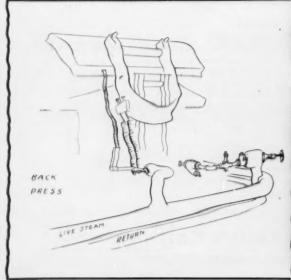


FIGURE 2



PHOTO B

turn line and then comparing quantities per pound of finished work. A rise in steam per pound of finished product should start anybody checking for causes.

When it looked as if steam consumption at Globe Laundry was unmistakably climbing in spite of proper boiler and supply-line pressures (110 p.s.i. steam from two operating boilers) and traps on individual equipment, the condensate return line came in for study.

Mr. Lucas knew that condensatereturn-line sizing is no casual matter and requires different considerations than do just steam or water lines. But he felt the initial piping system had been soundly engineered for the loads it was expected to carry, that it had ample provisions for handling both water and flash steam, that its pitch was properly figured out, and that the return line header was big enough to quickly and continually move the condensate from all traps feeding into

The only possible problem that could have developed, therefore, was pitting or scale buildup. If it were pitting, then the friction to flow within the pipe would upset condensate removal. If it were scale, the pipe size would be smaller and again condensate couldn't flow away fast enough.

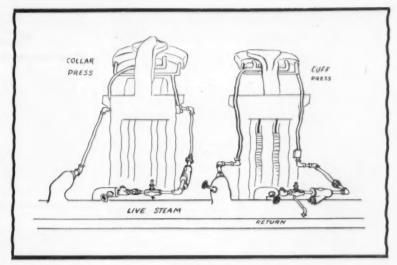


FIGURE 3

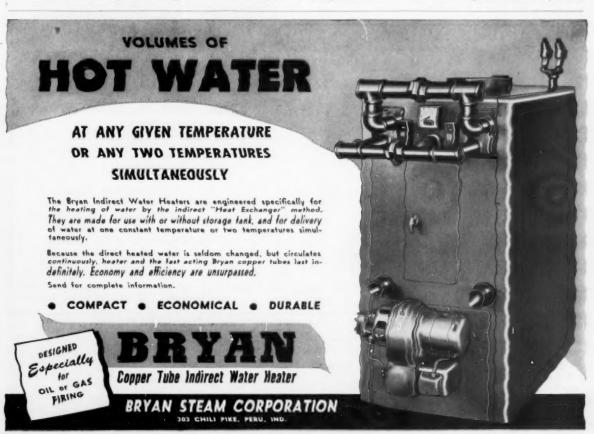
Or, possibly, the problem was too heavy a load brought on by plant growth.

#### Solution-and results

The only way out was to recognize that the original traps were suffering from loss of capacity from almost any of the above causes. The solution Mr. Lucas hit upon was to put in new

traps capable of meeting the reduced operating pressure differential.

Results have been little short of phenomenal. Right off the bat boiler water makeup dropped from 40 percent to 10 percent. The flatwork ironer, as a further example, now puts out 130 sheets per hour against the old top of 50. Furthermore, the temperature on the presses not only holds



# Cut your operating costs!



Save Fuel Dollars for

#### VERTICAL FIRE TUBE HEATERS

A REMARKABLY FAST
—EFFICIENT HOT
WATER GENERATOR

Self-service laundry operators know PROFITS DEFEND ON HOLDING FUEL COSTS DOWN! Laboratory tests prove that one-quarter-inch of line and scale wastes up to 50c of every fuel dollar. Dewey-Shepard's NO LIME-NO SCALE guarantee assures you the greatest possible fuel anying!

Built on the patented "Tube within a Tube" gravity principle. Dewey-Shepard Hot Water Heaters give you greater combustion volume, greater heating surface! AND they give you maximum efficiency at minimum cost. Hot water, circulating upward, preheats cold water circulating downward. tempering it, and eliminating expansion, contraction and condensation. Get all the money-saving facts., contact your local Dewey-Shepard dealer, or send for complete data.

100 to 1300 G.P.H. GAS and OIL FIRED

DEWEY-SHEPARD
BOILER COMPANY,
1313 N. CAPITOL AVE., INDIANAPOLIS 2, IND

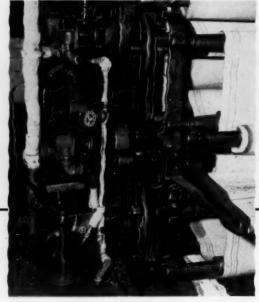
FIGURE 4

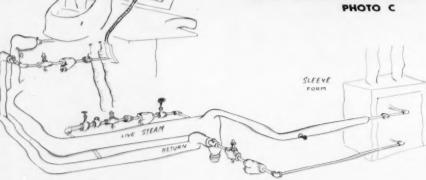
#### New Water Softener Zeolite For increased soft water output

Have you checked your water softener lately? Chances are it needs additional zeolite—maybe an entire new refill.

Elgin high capacity zeolite will give you greatly increased soft water output—often 3 to 10 times more.

All types available for immediate delivery—all priced right. Let us quote on your requirements. Elgin-Refinite, Div. of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.





constant but measures about 8 degrees higher than it did before.

PRESS

Fig. I and Photo A show the new piping arrangement, valves and trapping for the shirt finishing unit.

On the backing press (Fig. 2, Photo B) is a particularly interesting installation. Every time this machine

completes a cycle it works three times per shirt and in the course of one week's time that means the machine opens and shuts 4,500 times for every 1,500 shirts it presses. Such duty imposes a major load on a trap and requires fast, precise action.

The sleeve press and forms (Fig. 4)

were tied together with a straightforward piping arrangement. Note the use of a strainer with each trap. See also Fig. 3, the cuff and collar presses.

One point that particularly impresses an engineer in looking over Figs. 1-4 is the sound installation procedures that have been followed. For

#### Rated the same but . . .

only the bigger, stronger, LEFFEL can deliver when you need extra steam

Both of these boilers are rated at 20 H.P. The smaller "pack-age-type" boiler can deliver only 20 H.P., while the larger Leffel easily operates at 50% above its rating, and in emergencies, delivers up to 40 H.P. with salety.

Look to Leffel for dependable and low cost steam. Write for bulletin 236 today.



THE JAMES LEFFEL & CO.
DEPT. L SPRINGFIELD, OHIO



PHOTO D

example, traps have been: (1) connected close to and preferably below the unit they drain; (2) made accessible for easy maintenance; (3) installed in an upright position; (4) had shutoff valves and unions on inlet and outlets (Figs. 1 and 4) where they would make removal for maintenance easy; (5) equipped with strainers ahead of the traps; (6) put in to

Chief engineer Lucas (Photo D) reports that oil bills have dropped down to sensible levels. The few times trap replacements have been required it was found they can be handled within about 10 minutes so that machines or presses are not too seriously tied up.

avoid any unnecessary U-bends.

Over and above benefits during the regular operating day is one bonus close to any operating man's heart. That is the fact that the traps take hold fast in the morning on start-up with cold equipment and cold lines. They keep the condensate moving so that everything is in operating shape when the laundry personnel gets there. This means no overly early start-up time is needed, nor is there any costly delay in getting the equipment into service when the employees reach their work.

To our mind the sound planning



and logical trouble-spotting this operator went into before deciding on a piping modernization program is a standout in laundry engineering. The problem had been well identified and

the cure clearly evident before any corrective steps were taken. The result is an excellent working plant where the modernization costs should be soon recovered.



# NEW PRODUCTS LITER ATURE

**Unipress Offers 2-Operator Sport Shirt Unit** 



An aid to sport shirt finishing is offered in the new Unipress 2-operator sport shirt finishing unit LS-298, manufactured by Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.

The unit features removable frosted head plates to assure giving sport shirt fabrics a dull, soft quality finish without decreasing operator speed. Beneath the frosted plates are standard Unipress highlypolished chrome heads if con-version to regular starch finishing is desired from the same unit. Proper finishing of sport shirt fabrics is accomplished without any reduction of steam

pressure. If the unit is used for starched shirts, an air-reducer regulator furnished with the unit is easily turned on to high

air pressure.
The LS-298 is a compact unit designed to make operator training easier and to reduce fatigue, according to the manufacturer. A highlight of this unit is the SCYC press—the combination collar, cuff and full yoke press that reduces need for floor space and the use of extra equipment. The lay sequence is simplified in the following order: SS-2 for quality sleeve pressing; SBT press for body pressing; SCYC for collar, cuffs and full yoke pressing.

#### Five New Models Announced by Universal



Universal-built body on Ford parcel

Five new models of parcel delivery truck bodies are being

manufactured by Universal Sales, Inc. The nationally known producer of Vanette and CarOvan bodies has announced that the new models are designed for mounting on the 1954 Dodge Forward Control chassis. This is an important addition to the Universal line, according to the manufacturer, since heretofore its parcel delivery bodies have been available on General Motors Corporation, Ford and Chevrolet chassis only,

The new models will be

known as Universal Duravans New Integral Strainer Trap and will be available in both wide and narrow sizes and on wheelbases ranging from 104 to 129 inches. The Duravans are designed to cut time and costs for laundries, drycleaners and other multistop businesses. Extra-large cargo space, wide side and double rear doors that speed loading and unloading and easier handling in heavy traffic are features of the new

Among other features are: double solid 18-inch rear door, 29-inch full-opening side doors, parallel interior sidewalls, thick fiberglass roof insulation, spacious cab with adjustable seat, closed storage compartment over windshield and convenient parcel platform, safety glass on all windows and complete dust-

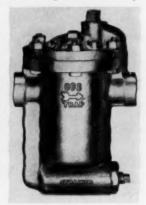
Descriptive literature, specifications and prices on the Duravan parcel delivery bodies are available from Universal Sales, Inc., Division of Hughes Keenan Corp., Delaware, Ohio.

#### Zeltex Introduces Magnex

Zeltex Company, 425 Bush St., San Francisco, Calif., manufacturer of commercial solvents, rinses and cleaning fluids, has announced a new product, Magnex, designed to extend the efficiency of soap stocks used in bulk laundry operations.

In recent tests, only one pint of Magnex was used in 150 gallons of soap stock for general washing, and good suds were maintained with no grease

balls or scum. The manufacturer claims that the product will extend the effectiveness of soap stock about 20 percent in savings on soap. water and labor. The product is packaged 4 gallons to the case and in 55-gallon drums.

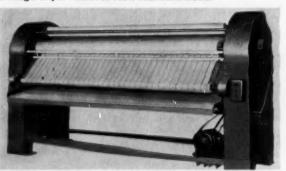


Armstrong Machine Works, Three Rivers, Mich., has added a new larger model, No. 882, to its line of integral strainer steam traps. The new trap is said to cost less than a standard trap plus separate Y-type strainer and fewer fittings are required to install it. It is recommended for use where dirt and scale conditions are bad.

A stainless-steel strainer screen is located in the body casting at the bottom of the trap. The No. 882 has horizontal and opposite pipe connections of 1/2- or 3/4inch size. Capacity ranges from 1,300 to 2,200 pounds condensate per hour. Maximum operating pressure is 250 p.s.i.g. Except for the built-in strainer. the trap is identical to the company's No. 812 side-inlet, sideoutlet trap.

The body is fine-grained cast semi-steel. Internal parts are chrome steel and stainless. Over-all trap height is 8 11/16 inches, diameter 5% inches, weight 15 pounds. The strainer bushing has straight threads and there is a copper asbestos gasket be-tween the bushing and body to prevent rusting-in or "freezing."

#### Chicago Dryer Features New Flatwork Ironer



A new model, the S24 steamheated flatwork ironer, said to Company. combine many labor-saving features and designed to speed ticularly for quick-service,

nounced by Chicago Dryer

This model is designed parlaundry operations, has been an- drive-in and institutional laun-



Since its introduction a little over a year ago, Ad-Drí Bleach has been accepted as the most modern and the most convenient bleach by laundry operators everywhere.

Employing a new and outstanding advance in bleaching practice, Ad-Dri is added dry directly to the washer by means of the Dri-Ader measuring cup . . . eliminating all mixing and stirring, all the tanks, crocks and carboys. This convenience also means continuous and positive control of the bleaching operation. Ad-Dri in your wash is the sure way to maintain excellent whiteness retention with minimum loss of tensile strength.

Ask your laundry supply house for a copy of the 20-page Ad-Dri Bleach booklet; it contains valuable information for every laundry operator interested in improving bleaching efficiency and cutting bleaching costs.



A special preparation for laundry operators who prefer a preprepartioned mix of HTH and soda ash.

#### HTH GRANULAR BLEACH

A time-tested bleach which enables you to prepare a proper strength bleach solution as needed.

Get your free copy of this valuable booklet from your laundry supply house.





MATHIESON CHEMICAL CORPORATION
Mathieson Industrial Chemicals Division
Baltimore 3, Maryland

2076



Smooth work women go for ...

comes from flat work ironer covers

# nt ASBESTON'

More beautiful work! Your finished work takes on real customer appeal when your chest-type ironers are covered with Asbeston. It's specially treated so it won't hold steam-stays fresh and clean to give fresher, finer work.

More work! Smooth-surfaced Asbeston irons faster as well as neater. And it helps eliminate gathering, wrinkling, and time-wasting returns.

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Try Asbeston, You'll soon see why nothing's as good as Asbeston for both customer satisfaction and more work revenue per cover. For names of fabricators, write address below.



**Textile Division** 

INITED STATES RUBBER COMPANY

1230 Avenue of the Americas Rockefeller Center, New York 20, N.Y.

dries. It is available in two water; ease of rinsability of models: one for front returns various alkalies, and titration. of linens only and one that can The bulletin also discusses overbe used for front or rear take- loading of washwheels and nets, off of linens. The front-return the need for allowing enough model is said to be equal to or time for each rinse, and gives better than a two-roll chest an outline of precautions to folironer in capacity.

Complete literature is avail- is not available. able from the manufacturer at Department E, 2210 N. Pulaski Rd., Chicago 39, Ill.

#### Meese Trash Truck

A triangular canvas trash truck that fits easily into corners Ingersoll-Rand Offers when not in use is now offered with the complete Shamrock line of canvas baskets, hampers and trucks manufactured by Meese, Inc.
The heavy duck bag on the

new truck is replaceable and is Ingersoll-Rand Co. made with grommets for ease in fitting or dismounting from the frame. Bag size is 34 by 231/4 by 231/4 inches by 30 inches deep. Extra bags are available.

The truck's frame is of round spring steel, painted gray. Its plywood base is equipped with Illustrated literature describing this product is available from Meese, Inc., Madison, Ind.

#### **Booklet on Rinsing**

planteries and linen supply its solution by means of mate-plants is the subject of the rial—charts and diagrams— April-May-June issue of "Dia- shown on preceding pages. mond Washroom Digest," quar- Finally it states the material tendents prepared by Technical stallation views. Service Division, Diamond Alkali Company.

water hardness and its effect on Rand branch office or distribu-rinsing; importance of using hot tor. Ask for Form 7123.

low in rinsing when soft water

Copies are available on request to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio. Ask for Vol. 2, No. 2 of "Diamond Washroom Digest.'

### **Booklet on Motorpump**

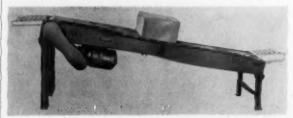
An informative booklet that deals with the selection of the proper motorpump for any specific job has been published by

This booklet is a slide-film presentation in printed form. The original slide film was produced for Ingersoll-Rand's motorpump distributors and sales outlets. It was found so helpful that they requested that it be prepared in printed form.

The booklet briefly describes what a centrifugal pump is and how it works. Then it points out the various factors, such as the quantity pressure, friction losses and head that must be considered in selecting a pump The relation of rinsing and its to meet a specific installation. effective performance to the The next step is the presentaproduction of quality work in tion of a typical problem and terly publication for laundry- recommended for various pumpowners, managers and superin- ing installations and gives in-

Copies of this booklet are available from Ingersoll-Rand Topics treated include: Company, Cameron Pump Diproper load preparation follow-vision, 11 Broadway, New Yorking sudsing and bleaching; 4, N. Y., or from an Ingersoll-

#### Lamson Introduces New Conveyor Unit



cuse, N. Y., has introduced a loads it can be used for inclines new unit booster. A complete up to 30 degrees, package in itself, this unit Unit boosters a

Lamson Corporation, Syra- For normal package conveyor

Unit boosters are made of a booster can be incorporated into 5-foot drive and a 5-foot takean engineered conveyor system up section that may be joined or can be purchased and in- together to make a 10-foot unit. stalled by any competent me- Five-foot or 10-foot lengths of chanic for special-purpose jobs. intermediate section may be

# **New Chevrolet Trucks**

are powered and priced to save you plenty!



When it comes to saving money, you just can't beat a new Chevrolet truck. Here are two good reasons why this is true—

#### YOU SAVE AT THE START

In fact, your savings start the moment you close the deal for your new Chevrolet truck. That's because Chevrolet is America's lowest-priced line of trucks. And yet, no other truck at any price offers you all the new features and advantages you get in these great new Chevrolet trucks.

#### YOU KEEP RIGHT ON SAVING

You save on operating costs with thrifty new highcompression power... on upkeep costs with new chassis ruggedness. And you get these savings with every new Chevrolet truck—from light delivery models to heavy-duty haulers. In addition, Chevrolet trucks traditionally put you dollars ahead at trade-in time.

Aren't these the kind of savings you want in a truck? Stop in and talk it over with your Chevrolet Dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



MOST TRUSTWORTHY TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES THREE GREAT ENGINES — The new "Jobmaster 261" engine" for extra heavy hauling. The "Thrift-master 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. NEW TRUCK HYDRA-MATIC TRANSMISSION\*—offered on ½-, ¾- and 1-ton models. Heavy-Duty \$YNCHRO-MISH TRANSMISSION—for fast, smooth shifting. DIAPHRAGM SPRING CLUTCH—improved-action engagement. HYPOID REAR AXLE—for longer life on all models. TORQUE-SCHOOL BRAKES—on heavy-duty models.

on light- and medium-duty models. TWIN-ACTION REAR WHEEL BRAKES—on heavy-duty models.

DUAL-SHOR PARKING BRAKE—greater holding ability on heavy-duty models. NEW RIDE CONTROL SEAT\*—eliminates backrubbing. NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES—give increased load space. COMFORTMASTER CAB
—offers greater comfort, convenience and safety. PANORAMIC WINDSHIELD—for increased driver vision. WIDE-BASE WHEELS—for
increased tire mileage. BALL-GEAR STEERING—easier, safer handling, ADVANCE-DESIGN STYLING—rugged, handsome appearance.

\*Optional at extra cost. Ride Control Seat is available in standard cabs only, "Johnaster 261" engine on 2-ton models, truck Hydra-Matic transmission on  $\frac{1}{2}$ ,  $\frac{1}{2}$ , and 1-ton models.



added to extend the booster in Wilson Describes Stripper multiple lengths of 5 feet up to 60 feet.

Unit boosters are available in two widths, 18 and 30 inches, and can be equipped with any standard type of 3-ply belting. The belting moves over rollers that extend above the side frame. If necessary, guide rails can be attached to the frame to guide the load. Standard gear motors of 1/2 to 1 h.p. are used to drive the 8-inch pulley. Accessory equipment includes a tail belt powered by the unit booster and floor or ceiling sup-

#### Wet Wall Paint Introduced

George Kirby Jr. Paint Co., 14 Wall St., New Bedford, Mass., has developed Wet Wall Paint, designed to solve maintenance problems of walls con- circular are available on request wet with condensation or steam. The paint is said to the company's jobbers. bond securely even when applied to a wet wall, and to form a hard enamel surface that can be cleaned easily. Atmospheric moisture can pass through the painted surface chandised to the laundry indus-without destroying the paint try is now available from Wyanbond.

Field tests have shown that the paint will stand up in temperature ranges from the cold Wyandotte soap builders; three of freezers to the heat of hos-synthetic detergents; six spepitals or restaurants, according to the manufacturer. Wet Wall Paint is available only in white; however, it can be tinted with a short description of the adstandard colors in oil. It can be applied with brush or spray.

A new four-page circular that describes the uses and advantages of YellowGo, a liquid titanium-type stripper designed for removing dye fades stains in laundering, drycleaning and rug cleaning operations, has been released by A. L. Wilson Chemical Co., Kearny,

The circular explains that YellowGo removes fades of any color from all fabrics and, because it is controllable, that it can take one color from another without injuring the original color. It also states that Yellow-Go is highly concentrated and may be used either as a strong stripper on white fabrics or in a very mild solution on colored

Copies of the new YellowGo direct from Wilson or any of

#### **Guide to Wyandotte Line**

A quick and handy guide to the Wyandotte products merdotte Chemicals Corporation, Wyandotte, Mich. This single sheet, Form 2147, lists six cialty products; three sours.

The alkalinity and pH of all alkaline products are given with vantages and uses of each. Packaging data are included.

#### Two New Cleaning Units by Prosperity



Offering increased capacity spring mounting, if it is desired. and a choice between a full recovery unit and a machine for chine (shown in photo) is rated use with a separate recovery at 27 pounds in 231/2 minutes unit, Prosperity Company, Inc., or 70 pounds per hour with Syracuse, N. Y., has announced charged soap, and 27 pounds its 7-B and 7-C models. Both in 16 minutes or 100 pounds are adaptable for charged soap per hour with straight solvent or straight solvent use, and both cleaning. are available with full floating

The fully enclosed 7-B ma-

The separate recovery 7-C is

with charged soap, and 40 with illustrations shows "How pounds in 10 minutes or 240 the K-D Pin Carrier Marking pounds per hour with straight System Works." In addition are solvent cleaning.
Features of the units are:

double button trap; air back hand numbering outfits for wash, and spring-closed, disc-marking replacement bins. type dump valves. The 7-C machine is fitted with openings and facilities for conversion to a full recovery unit.

#### Two New Unipress Units



The Unipress Company has announced two new presses with extra-large bucks for handling coverall and linen-supply garments.

Model C-6420 (above) is designed to finish coveralls completely in two lays. It features an extra-long buck that steps up production on large garments by reducing the number of lays required. Also, the extra-size buck makes it possible to iron Lukas Mending Tape two trouser legs at one time. large coats, aprons, etc., with fewer lays. This press is equipped with chrome heads and Unipress glide-liner action for a fine finish. Varied thicknesses of material, such as seams and pockets, are equal-ized with the Unipress springmounted buck and head.

Designed for handling big lays and linen-supply units, Model C-5424 features an extra-wide buck for fast production. Like Model C-6420, it facilitates handling two trouser legs at one time, large coats, aprons, etc., with fewer lays. materials in laundry and dry-This press is also equipped with highly polished chrome heads and spring-mounted bucks.
Additional information is

available from The Unipress in 1¼-by-60-inch rolls, is Company, 2800 Lyndale Ave. pressed on with a hot iron to S., Minneapolis, Minn.

#### **Keyes-Davis Catalog**

A new catalog complete with published by The Keyes-Davis Company, 74 14th St., Battle Creek, Mich., and is offered to the industry free of charge.

The catalog shows the specifications and features as well as uct are available from Lukas the use of such items as its Products Corporation, 3839 Seiss marking pins, net pins, and pin Ave., Toledo 12, Ohio.

rated at 40 pounds in 15 min- carrier system for net identifi-utes or 160 pounds per hour cation. A full page complete shown Davis overall tags, a permanent-type marker,

Two new publications are available from Station 64, Min-neapolis - Honeywell Regulator Company, Industrial Division, and Windrim Aves., Philadelphia 44, Pa.

Bulletin 9050, "Instrumentation for Steam Generation," is a one-source reference for all products of Honeywell's Industrial Division applicable to Plant engisteam generation. neers should find it helpful in selecting instrumentation for modernization programs of package boilers.

Catalog 2320 describes all types of flow meters made by the Industrial Division. It includes indicating, recording, integrating and controlling instruments of both evenly graduated and square root types, as well as area meters and differential converters. Also included is a section on flow approximations and installation information.



A new aid for mending torn cleaning plants has been announced by Lukas Products Corporation. The material, Fabrit, available for commercial use repair torn shirts, sheets, dresses, overalls, uniforms, linens, etc. Fabrit, which is designed to

mend in a nearly invisible manner, is a plastic-reinforced fabphotos and drawings has been ric. It comes in 10 sunfast and waterfast colors for professional use. The material is said to stay intact even after many laundry and drycleaning applications.

Further details on this prod-



Gives all the data you need to select the finest canvas baskets, hampers and trucks for your laundry or related operation. The sixteen styles most popular in the laundry field are illustrated and described fully. The new catalog includes such items as the Style 45 extra heavy duty basket shown below.

#### **Look into STYLE 45** for Dependable service at low cost

- Hardwood bottoms dual riveted - stronger than steel
- · Heavy Lane duck for longest
- · Short, tightly drawn stitches of long-staple cotton thread for greater strength
- · Longitudinal shoes firmly held by double riveted cross-boards
- Self-embedded rivets prevent sharp cutting edges

SEND TODAY FOR YOUR FREE COPY OF THE LANE CATALOG No. 4

Clip the coupon below Please send me my free copy of TRADE MARK the Lane Catalog No. 4. Name. Company. Address Zone State My distributor is...

### NEWS

#### LLIED TRADES

#### American Sponsors Open House for Rug Cleaners



New rug cleaning equipment was featured at an open house held on April 5 at East End Carpet and Rug Cleaning Company, Cleveland. The American Laundry Machinery Company and the East End company were co-hosts for the all-day affair, attended by about 100 representatives of Eastern and Midwestern rug cleaning firms.

One highlight of the open house was a special inspection tour of the Cleveland plant's new separate cotton rug department, which features American's new R.H.P. Cascade rug washer and 48-inch open-top extractor. Objects of much attention were East End's 19-foot Cleveland duster and 16-foot Super-Mirza, which is said to

produce thirty-eight to forty 9by-12 rugs per hour.

Guests were given a first-band look at The American Laundry Machinery Company's new 19-foot 64-pole conveyor dryroom, -featuring fast polereturn. The public was invited to make similar inspection tours of the new equipment and layout following the open house.

Shown admiring a newly cleaned rug in the 16-foot Super-Mirza are, left to right: Ray Anthony, general sales manager, The American Laundry Machinery Company; Mr. and Mrs. Fred Treuthart, Treutharts' Rugs, Rochester, N. Y., and Mrs. and John Klee, Automatic Rug Cleaning Co., Rochester, N. Y.

#### Carman Announces Plans To Liquidate Business

The board of directors of Carman & Co., Inc., Brooklyn, N. Y., has recommended liquidation of the company.

In a letter to shareholders, Moore, president, said the board recommends that the firm be liquidated and the proceeds distributed to stockholders. Earnings, he added, have progressively decreased for a number of years and prospects of a really satisfactory improvement are not encouraging.

Book value of the common stock, he stated, is about \$9 a share, whereas the stock price has ranged between \$2 and \$5 a share for a number of years. The company had sales of about \$14 million in 1952, the latest year for which figures continued trade cooperation.

are available, and it earned 55 cents a share that year. There are 342,628 shares of common stock outstanding.

Under present plans branches vill be offered for sale to branch managers and their associates where it appears feas-ible to operate as laundry and drycleaning supply firms on a local basis. It is understood that the liquidation plan, as proposed by directors, requires a two-thirds vote of the stockholders to become effective. Such action will be sought at an early meeting.

Operations will carry on as usual until action has been taken. In the meantime Car-man officers will appreciate

#### **Tessler Company Changes**

Tessler Brothers (B. C.) Ltd. has recently been incorporated in Vancouver, British Columbia, as a successor to Tessler Brothers Limited, which no longer operates there

Mrs. Rae Tessler is president of the new company, and Leon Tessler is secretary-treasurer and managing director. Sales will continue to be handled by Harry Hamilton, Cecil Weir and Irving Grad. Miss Betty Gardiner is in charge of the office, and David Tessler, son of the owners, is looking after warehouse activities.

Tessler Brothers (B. C.) Ltd. retains its former connections with leading equipment and supply manufacturers whose products are sold and distributed throughout British Colum-

#### Pennsalt Appointments

Albert J. Clem, president of the Chemical Specialties Division, Pennsylvania Salt Manufacturing Company, Philadelphia, has announced the appointment of key personnel. All appointees to the staff of the new operating division are experienced Pennsalt executives who have served in similar capacities within the consolidated

Paul C. Hurley, manager of advertising, will be responsible for advertising, sales promotion and market research. He will continue to direct the adver-tising activities of Industrial

Chemicals Division and Sharples Chemicals, Inc.

E. S. Garverich will serve as technical director in charge of technical service and product development.

Richard O. White, formerly superintendent of Pennsalt's Montgomery, Ala., plant has been named production manager He will direct the manufacture of the superintendent of the su ager. He will direct the manufacturing activities of the new

#### **Patek Relocates**

To improve service facilities in southern California, Patek & Co. has moved its offices and warehouse to 1340 E. Sixth St., Los Angeles. It was stated that the company's growth in recent years necessitated the change.

This move will facilitate improved service by permitting faster handling of merchandise, according to the management. Deliveries to all areas will henceforth be on a daily basis. The Patek & Co. sales and technical staff will continue to function, as before, throughout southern California and Arizona. Plans are being formulated to expand service facilities, according to Marcel Hirsch, presi-New telephone service, eliminating toll calls from suburban areas, will be announced soon.

Like many prominent suppliers, Patek has taken steps to provide improved service and merchandise values to laundry and drycleaner customers throughout the West, the management states.

#### Wyandotte District Sales Managers Plan Expanded Service



Wyandotte Chemicals Corporation district sales managers, each district executive met with George P. Bailey, manager of laundry product sales, and W. B. Appleby, manager, Laundry and Textile Department. During these conferences, plans were laid for expanding Wyandotte's practical and technical customer service in connection service.

During a recent annual week-ng conference of the 17 builders, synthetic detergents, builders, synthetic detergents, specialty products and sours. Several new products that will soon be introduced to the industry were outlined during the sales managers' conference.

The photograph above shows (left to right) Mr. Bailey, Mr. Appleby and Fred A. Troxell, Cleveland district sales mana ger, discussing the expanded

#### Patterson-Kelley Offers Storage Heater Catalog

Co., Inc., pictures and describes sents useful information on pip-

A new 48-page catalog pub- the complete line of P-K hotlished by The Patterson-Kelley water storage heaters and pre-

# Callaway's Knitted Nylon Callanet

Speed-up pinning.

the <u>ORIGINAL</u> net
...admittedly

the best

and

longest-lasting!

# PROFIT BY THESE SUPER CALLANET FEATURES!

- 1. Streamlined, lightning-fast pinning.
- 2. Day-light mesh that won't "fog-up"-
- 3. Free passing of insolubles.

Actual size, open mesh.

- 4. Suction action-cleaner, whiter loads.
- 5. Wider opening-easier loading.
- 6. Faster dumping without reversing.
- Low absorption—very little to extract.
- More pounds per wheel-bigger pay loads.
- 9. Labor saving . . . time saving . . . space saving . . .
- 10. Long lasting-dollar saving.
- Made by pioneers in net manufacturing.
- 12. Available in solid colors.

CALLANET—first and finest!

Callaway led the field with the first knitted nylon laundry net, And Callaway continues to lead with the finest net in the business. Callanet is more economical, more efficient, more durable!

Callanet may have been imitated, but it's never been duplicated. So use the ORIGINAL—order Callanet. Get all the facts . . . see your Callaway representative.



Reg. U. S. Pat. Off.

Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N.Y.

Chicago 54 · Boston 11 · Detroit 1 · Atlanta 3 · San Francisco 3 Los Angeles 12 · Akron 8 · Dallas 7





ing arrangements and installation data

Horizontal and vertical heaters in steel, copper-lined, cop per-silicon, cement-lined, clad and galvanized constructions as well as the low-flow design are each catalogued as to weights, dimensions, construction details and capacities, with conversion tables

A copy of this catalog, Number 18, may be obtained by writing on a firm letterhead to The Patterson-Kelley Co., Inc., 575 Warren St., East Stroudsburg, Pa.

#### **Diamond Elects Officers**

The board of directors of Diamond Alkali Company, Cleveland, has elected Ray mond F. Evans chairman of the board and John A. Sargent president. These two top executives were advanced from the posts of president and executive vice-president, respectively. Mr. Evans will continue to function as chief executive officer, concerned with long-range planning and policy making, Mr. Sargent, as president, will direct the general management of the company's activities. In addition, all 10 of the present dipresent posts.

#### **Hammond Names Johnson**



T. BARNES JOHNSON

Roger Conger, president of Hammond Laundry Machinery-Cleaning Company, Waco, Tex., has announced the appointment of T. Barnes Johnson as the new factory representative for the company's Houston-Gulf Coast area in Texas. Mr. Johnson has been in the laundry and cleaning industry for more than 30 years and has served with sev-

rectors were reelected and all eral of the major companies in other officers were renamed to the field during this time, gaining invaluable experience in plant layouts and equipment needs for both large and small power laundries and drycleaning plants.

> Born in Atlanta, Ga., Mr. Johnson started his career in New England as a salesman. He likes to compare his early days traveling in a Model-T Ford with today's travel in a streamlined auto. Mr. Johnson often uses this as an analogy to the difference between the laundry and cleaning equipment he sold back in the early days and the almost magic present-day equipment produced for the industry

Mr. Johnson is known to his many friends as "T-Bone" Johnson, a nickname that originated years ago when he re-ceived a letter that a secretary had erroneously addressed to him as "T-Bone" Johnson. Since his favorite food is steak, Mr. Johnson has no objection to the nickname-it helps his customers and friends remember him.

#### Advertising Campaign

Shirtboard advertising promotions will be used this spring and summer by leading national manufacturers of household appliances, according to a report by George H. Stefek, head of American Shirtboard Advertising Co., 333 N. Michigan, Chicago. To build multiple readership, the reverse side of the shirtboards will be printed with additional material, such sports schedules, score cards, recipes and children's games.

#### Fry Names Whitcomb



GEORGE E. WHITCOMB

George E. Whitcomb was elected vice-president in charge of sales of The Fry Brothers

Co., 1728 Dana Ave., Cincinnati 7, Ohio, at a recent meeting of the board of directors. Mr. Whitcomb has been with the 58-year-old firm for the past 12 years and has served as sales representative, assistant sales

by Arthur Fry, president, is an exclusive manufacturer and distributor for the laundry and drycleaning trades

#### **Beach Appoints Fulton Sales Manager**



KENNETH B. FULTON

Beach Soap Company, Law rence, Mass., has announced the appointment of Kenneth B. Fulton as sales manager. A graduate of Dartmouth College and the Amos Tuck School of Business Administration, Mr. Fulton

served in the Army Air Force for three years and joined Beach Soap Company in 1947. During the past seven years he has been actively engaged in

production, advertising and sales work, both in the office and in the field.

His practical experience in selling to commercial and institutional laundries has given Mr. Fulton a thorough understanding of both laundrymen's and distributors' problems and he is well qualified to work with them, according to reports by Beach Soap.

#### International Staff Changes In Motor Truck Division

T. E. Aughinbaugh has been promoted to assistant manager of sales, Southern region, for the motor truck division of International Harvester Company,

manager and also as sales Chicago, according to an an-manager. Chicago, according to an an-mouncement by R. M. Buzard, Ill., transferred to Detroit in the manager of sales. Mr. Aughin-same capacity; W. L. Topf, baugh was formerly assistant district sales manager at Indianapolis. He will make his headquarters in Chicago.

Other changes in International truck district manage-ment announced by Mr. Buzard include: J. E. Davis, formerly assistant district manager, Detroit, transferred to Indianapolis in the same capacity; J. W. Briggs, formerly branch manager, Salt Lake City, Utah, promoted to assistant manager of the Salt Lake City district; D. M. Leonard, formerly assist-

formerly assistant district manager, Davenport, Iowa, transferred to Spokane, Wash., in the same capacity, and M. S. Whittington, formerly assistant district manager, Spokane, transferred to Davenport in the same capacity.

The appointment of John J. Carter as comptroller of the motor truck division has been announced by W. C. Schumacher, vice-president of International Harvester. Mr. Carter fills the vacancy created by the death of G. D. Wade on April 3.

#### Pennsalt Representatives Meet in Chicago



Midwest sales representatives of the Pennsylvania Salt Manufacturing Company, Philadel-phia, met in Chicago recently to learn about two new products, Erusto-Ray C and Pentrox, developed by the company's research laboratories at marsh, Pa

Participating in the conference were (in photo above, left to right): Robert Link; Martin Sentis; John Anderson; Tom Duggan; Hugh Convery, tech-





long, driven by 1/2 HP motor. Exclusive bring work directly to operator. Report states this installation increased production with 6 less employees, New catalog gives complete information. Write for it.

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nical service; Raymond Smith, Pence Joins Huron district manager; J. Stanley Hall, sales manager; William Dozier; Jack Seyler; Rex Wright and William Corwin.

Sales Manager J. Stanley Hall, who presided, introduced Erusto-Ray C, a new formula combining blueing and sour in one operation, and Pentrox, a solvent emulsion cleaner for greasy industrial work.

Descriptive literature on these items may be obtained from Laundry & Dry Cleaning Department, Pennsylvania Salt Manufacturing Company, 1000 Widener Building, Philadelphia

#### Stanley Honors Dahl



NILS S. DAHL

Nils S. Dahl, treasurer of the Laundry and Cleaners Allied Trades Association, completed his fiftieth year with the John T. Stanley Co., Inc., on March 29. His friends at John T. Stanley gave a testimonial din-ner in honor of the occasion and presented him with a remembrance. Mr. Dahl has been a treasurer and member of the board of directors of LCATA since 1935.

#### **American Associated Cited**

Armand May, president of American Associated Companies, Atlanta, Ga., announces that his company has won a top award for distinguished use of match book advertising in a bronze plaque in ledo, Ohio.
se of a match book, Mr. Wirpsa has had seven 'Ioshua.' the shape of a match book, winning match book was cre-Match Corporation representa-



ROBERT E. PENCE

Robert E. Pence has been appointed to the Midwest sales staff of Huron Milling Company, 9 Park Pl., New York, N. Y. He will handle Huron accounts in Indiana, Illinois, Iowa, Missouri and Kentucky.

In his new position Mr. Pence will service customers for Huron's nationally advertised laundry starches. Rainbow and Wheatex. His appointment is the latest step in the company's program aimed at strengthening sales and service representation for these products in the Mid-

#### Sutherland Names Wirpsa



VICTOR WIRPSA

Sutherland Paper Company has appointed Victor Wirpsa its representative in northern Ohio the textile field. The company's and Indiana and in southeastentry, which featured Great ern Michigan. Mr. Wirpsa will Dane Nylon Nets, received a make his headquarters in To-

named for Joshua Pusey, who years of experience in the paper invented the match book. The industry and has been especially trained in pulp and paper ated by J. Wen Lundeen, vice- technology. For the past three president in charge of sales, and a half years he has been and Jimmy Cadora, Universal on special assignment for Sutherland in its home office in Kalamazoo, Mich.



#### **Informal Industry Group**



The L.A.C. Club of Greater Kansas City is a unique organization, with a membership of 100 launderers, drycleaners and allied trades representatives. An average of about 30 members shows up for the regular Friday luncheon meeting at the Hotel President.

Harry Widman, genial secretary of the Kansas City cleaners and launderers, acts as a sort of master of ceremonies, with his main job seemingly that of collecting for the luncheon. Each of the groups alternates yearly in selecting a president. Being president automatically means that for the next year the culprit will be blamed for the weather, the food, and economic conditions in all three industries.

There are no dues and no compulsory attendance yet few of the members fail to show up at least once a month. The absolute absence of formality lends plenty to the frank discussion of current problems and to a closer bond between the launderers, allied tradesmen and the drycleaners in the Kansas City area. Visitors are always welcome, so if you happen to be in Kansas City on a Friday drop in and meet a truly grand group of men.—Lou Bellew

#### Round-Up at Las Vegas

Almost 250 laundrymen, allied tradesmen and their wives attended the Las Vegas, Nev., six-state meeting of Western laundrymen.

Featured speakers were: George Bunker, Los Angeles; Jack Bariteau, San Jose, Calif.; Earl C. Draney, Salt Lake City; Jimmy Rutledge, Albuquerque, N. M.; Mark Gamett, Las Vegas; Ed Breitbard, San Diego, Calif., and Jack Flanagan, San Francisco.

#### Louisiana Elects Taylor

The following new officers were elected at the January convention of the Louisiana Laundry and Cleaners Association: J. D. Taylor, Taylor's Cleaners, Winnfield, president; Mrs. Tom Adams, Adams Cleaners, Monroe, secretary-treasurer, and Willis Pellerin, Pellerin Milnor Corporation, New Orleans, sergeant-at-arms. William H. Fisher, Jr., Memphis, Tenn., has been retained as marketing counselor.

Held on January 23 and 24 in Alexandria, the convention



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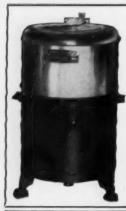
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was presided over by Calvin Weiser, president, and J. D. Taylor, vice-president. Among the featured speakers were: Clarence W. Neu, American Laundry Machinery Company; Robert O. Brown, American Institute of Laundering; Willis Pellerin; G. V. Brendel, U. S. Hoffman Machinery Corp.; Herb Yates, Butler Manufacturing Company; Ernie Heidersbach, R. R. Street & Co. Inc.; Dr. Dorothy Lyle, National Institute of Drycleaning, and Clayton Rand.

#### **ALTA Club Elections**



The ALTA Club of Connecticut, an allied trades organization, held its annual election of officers on March 4 at the Hotel Bond, Hartford. New officers, shown in the photo above, left to right, are: Earl Young, American Laundry Machinery Co., treasurer; Melvin Rutt, Keystone Paper Co., vice-president; Edward Robnett, H. Kohnstamm & Co., president, and Bill Arnold, Cowles Chemical Co., secretary.

#### **SBA Offers Management Aid**

"How To Build Your Sales Volume" is the subject of No. 44 in the series of Management Aids for Small Business bulletins, published by Small Business Administration, Washington 25, D. C.

Of special interest to launderers and drycleaners should

Of special interest to launderers and drycleaners should be a checklist included in the bulletin. It deals with goals and product lines, the market and competitors, the selling organization, and helping the salesman.

### Convention Calendar

Oregon State Laundryowners Association Senator Hotel Salem, Oregon May 21–22, 1954

West Virginia Launderers and Drycleaners Association Daniel Boone Hotel Charleston, West Virginia May 21–22, 1954

Idaho State Laundry & Dry Cleaners Association Shore Lodge McCall, Idaho June 4–5, 1954

Florida Institute of Laundering & Cleaning George Washington Hotel Jacksonville, Florida June 4–6, 1954

California Laundryowners Association, Inc.
Hotel Del Coronado
Coronado Beach, California
June 10–12, 1954

Laundry, Dry Cleaning and Allied Trades Exhibition Olympia, London, England July 8–17, 1954

National Association of Institutional Laundry Managers
Atlanta, Georgia
October 14–16, 1954

American Institute of Laundering Atlanta Municipal Auditorium Atlanta, Georgia October 15–17, 1954

#### Obituaries

James A. Anderson, 58, vice-president in charge of the Eastern division of Morgan Service Co., Chicago, died in Miami, Florida. Mr. Anderson had been associated with Morgan Service Co. for 40 years before becoming a vice-president in 1942. His office was at Morgan Laundry Inc., a subsidiary located in the Bronx. New York.

Mr. Anderson was a former president of the Southern California Laundrymen's Association, a member of the Knights of Columbus, the Elks and the Hotel Association. Surviving are his wife, his mother, two sons and five daughters.

**Eugenie Beauchemin**, 66, operator of the Home Washing Company, New Bedford, Massachusetts, died recently. She is survived by a son and four daughters.

Louis Borsky, 54, owner of Newark (New Jersey) ABC Laundry died after a long illness. He was a Mason and a member of the New Jersey Laundry and Dry Cleaning Institute. His wife and two sons survive.

Charles H. Kirkland, proprietor of Dunrite Laundry and Dry Cleaning, Utica, New York, passed away after a long illness. He became the owner of Dunrite in 1924 and was active in the business for many years before he retired, turning the business over to his sons.

Mr. Kirkland leaves one daughter and three sons, George, Willard and Hugh Kirkland.

William G. Maloney, former owner of Quality Laundry, Salem, Illinois, died at his home in Tampa, Florida, recently. His wife survives.

**Douglas O. Scofield,** co-owner with his brother, G. Rolfe Scofield, of Crescent Puritan Laundry, Rochester, New York, died unexpectedly in the British West Indies while on vacation. Surviving are his widow, two daughters and his brother.

Fred S. Sundermann, 63, president since 1926 of The Cravenette Company, U.S.A., Hoboken, New Jersey, died of heart disease on April 22. Mr. Sundermann had been associated with the company for 43 years. He was also a director of Colonial Life Insurance Company. His wife, mother and two sisters survive.

George J. Trombold, Sr., 76, president of Reid Supply Company, Wichita, Kansas, and Chemical Products, Inc., Tulsa, Oklahoma, died in Tulsa on April 6 after a short illness.

Mr. Trombold was an active member of the Tulsa Rotary Club and the first president of the Rotary Club in Chanute, Kansas, as well as president of the Kendallville, Indiana, Rotary Club. He was also a member of Knights Templar, an Elk, a charter member of the Kansas University chapter of Alpha Tau Omega and a member of the American Chemical Society. Mr. Trombold was also actively campaigning for a seat in the Oklahoma Senate.

He is survived by his wife, four sons and one daughter.

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Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N.Y.

#### LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENN-SYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamasica 3, N. Y. Republic 9-3016.

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. RANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891.

For Sale:—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 464-2

Cleaning, laundry and linen supply in Middle West, \$1,500 to \$1,800 per week. \$50,000. \$20,000 will handle, including real estate. Reply to Box 516, STARCHROOM LAUNDRY JOURNAL.

Profitable laundry and drycleaning plant for sale. Located in stable Illinois community. Drawing population 40,000. Established 36 years. Good equipment. ADDRESS: Box 539, STARCHROOM LAUNDRY LOUIDNAY.

Laundry for sale in Pennsylvania with modern machinery bought in 1949 and 1951 and new boiler. 1953 gross over \$80,000. 40% of business cash-and-carry. Selling on account of illness. Price \$25,000. Easy terms can be arranged. ADDRESS, Box 201, STARCHROOM LAUNDRY JOURNAL.

DRYCLEANING AND LAUNDRY PLANT. ALL EQUIPMENT IN EXCEL-LENT CONDITION OR NEW. BRICK AND BLOCK BUILDING \$575 SO. FT. WITH MODERN LIVING QUARTERS ABOVE, YEARLY GROSS OVER \$150,000. LISTED AT \$145,000. HOTHEM & BAUGHMAN, REALTORS, 750 MAIN \$T., COSHOCTON, OHIO. PHONE 746.

FOR SALE: Very profitable laundry and drycleaning plant, doing \$9,000 weekly business, fully managed, one-floor operation. Considered one of best equipped and laid-out plants in Virginia, Can be bought with or without property. Cash required \$100,000. Depreciation will pay off balance. Owners retiring. ADDRESS: Box 521, STARCHROOM LAUNDRY JOURNAL.

BUSINESS OPPORTUNITY: Owner of two laundries and one drycleaning plant must sell these plants located in Midwest community of 60,000. One laundry and one drycleaning plant equipped with latest and most modern equipment, the other plant has fair equipment. Gross business annually exceeds \$170,000. Priced to sell quick as owner must sacrifice on doctor's orders to retire from business. These plants will pay off in less than five years with present business. This business opportunity is well worth your investigation to make an offer. Owner will carry unpaid balance. ADDRESS, BOX 502, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: Laundry and drycleaning plant, 75 miles north of Sacramento, Calif. Trucks operate throughout the county, fixed revenue from commercial accounts equals 35% of gross. Equipment like new, two boilers. Owner wishes to retire after 34 years. Annual gross \$100,000. Price \$80,000, down payment \$55,000. Modern block building may be purchased or leased. Reply to: ADDRESS, Box Ses, STARCHROOM LAUNDRY JOURNAL.

Owner retiring, will give excellent terms to right parties. Fine BUILD-ING, fair equipment, excellent Southern California location. Doing over \$300,000 annually. A REAL OPPORTUNITY for someone. ADDRESS, Box 589, STARCHROOM LAUNDRY JOURNAL.

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100 TALON PANTSZIPPERS \$11.50. BARGAINS IN BUTTONS—also cosan pearl, Complete line of tailor trimmings, sewing supplies. Ask for wholesale price list. Nassau Notionhouse, Nassau, N. Y. 567-8

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To Lease: Fully equipped laundry and drycleaning plant. Established 20 years. Rebuilt 1951. Location city southeastern Pennsylvania, with many industries. Located central part of city with drive-in facilities. Doing \$90,000 business per year. Have route and store business. This is a wonderful opportunity for a good laundryman. Business can be greatly increased. Doctor's orders compel me to do this. This business earned enough money to rebuild this plant and can make more for you. It you are the man I am looking for, sign the lease and start making money. Write: ADDRESS, Box 580, STARCHROOM LAUNDRY JOURNAL. 20

#### HELP WANTED

WANTED—Hospital laundry manager. Good opportunity for outstanding man to manage laundry and linen control. Must have INITIATIVE. New England area. ADDRESS, Box 571, STARCHROOM LAUNDRY JOURNAL.

IF YOU ARE READY FOR A RESPONSIBLE AND REWARDING ASSIGNMENT, HERE IS AN OPPORTUNITY TO BECOME THE GENERAL MANAGER OF A LONG-ESTABLISHED MODERN FAMILY LAUNDRY AND DRYCLEANING PLANT IN A LARGE, PLEASANY MIDWESTERN CITY. LIBERAL COMPENSATION BASED ON PERCENTAGE OF SALES PLUS ANNUAL EARNINGS BONUS WITH AN INITIAL MINIMUM GUARANTEE OF \$10,000. AGE: 30-40. REPLY HELD IN STRICT CONFIDENCE. INCLUDE ALL THE DATA THAT YOU THINK A PROSPECTIVE EMPLOYER WOULD BE INTERESTED IN. ADDRESS, BOX 576, STARCHROOM LAUNDRY JOURNAL.

Shirt Department Manager: A large drycleaning chain in metropolitan New York seeks a manager for its shirt department. The position offers a good future and salary up to \$7,500. Must have background and experience in large volume operations, modern laundering methods and supervision, Write full particulars and salary desired in first letter. ADDRESS, Box 573, STARCHROOM LAUNDRY JOURNAL.

ASSISTANT TO MANAGER of sales and service, Large laundry and drycleaning plant in Eastern city requires man with proved experience in sales leadership and promotion. An unusual opportunity for a person who can hold and develop sales with route and drive-in personnel, and promote good public relations for this long established firm. State qualifications, interests and experience in detail. Indicate salary desired. ADDRESS, Box 559, STANCHROOM LAUNDRY JOURNAL.

PRODUCTION ASSISTANT. Ability to work with all levels of personnel in laundry and drycleaning departments is of primary importance. A permanent, challenging opportunity with a future in a leading plant in Connecticut. Write details of personal information and work experience. Indicate salary desired. ADDRESS, Box 587, STARCHROOM LAUNDRY JOURNAL.

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22, N. Y. ZV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-5

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Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. ADDRESS: Box 9979, STARCHROOM LAUNDRY JOURNAL.

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AMERICAN 4-roll ironer, three FLETCHER TWINTAINER 50" extractors, 2 sets baskets each, 4 Miller 44 x 84 washers, 2-door, 2-pocket; 1 Miller 44 x 84 washers, 4-pocket, NEW SPEEDY WASHERS, GOOD DISCOUNT. Used Huebsch tumblers, extractors all sizes. HUGHES LAUNDRY MACHINERY, 14401 Ford Rd., Dearborn, Michigan. 583-4

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30" American extractor, motor-driven, \$500. 20" Bock extractor \$450. Prosperity 2-lay sleeve press, \$200. Cissell cult brusher, \$75. Hoffmanikin dress steamer, \$50. Home Launderers-Drycleaners, 309 South Lincoln, Bloomington, Indiana.

INTERESTED IN INCREASING PROFITS? Have you considered adding a rug cleaning department? A natural tie-in for laundries and drycleaners. For full information write: FRANKLIN RUG MACHINERY CO., 116 South Fifth Ave., Maywood, Ill. 579-4

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Pentex laundry presses for sale one-half price, F.O.B. Wichita, Kansas. Air-operated. 2-4 years old, consisting of [3] body bosom, [3] collar & cutt, [5] yoke, and (2) Forse sleevers. Can be seen in operation at Shirt Salon, 108 Ohio, Wichita, Kansas.

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44 x 120 TROY MONEL WASHER 24 pockets, belt-driven, perfect condition. D'ANGELO & ASH, Inc., 301 Beach 71st Street, Arverne, New York City, N. Y. Belle Harbor 5-3229.

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BOCK 28" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU
Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single-roll flatwork and small-piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

8-ROLL 199" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION, CUMMINGS-LANDAU Laundry Machinery Co., 513 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

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AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

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IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942, American 6-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x84" washer, Troy 42x72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and cost presses, Hottman 42x90" lumbler, Huebsch 36x30" lumblers, Hottman 140F unit used two months, American 30x48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit.

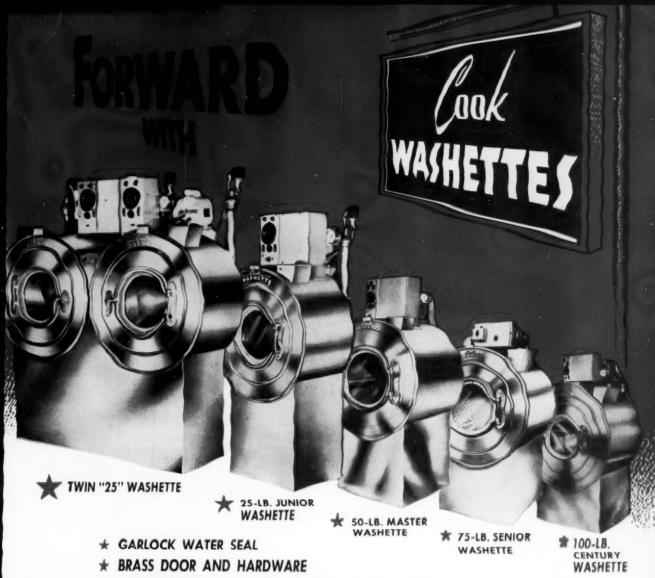
FOR SALE:—1-50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2-AMERICAN NORWOOD 42 x 94" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, 111.

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyek Street, Brooklyn 6, N. Y. 6983-4

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A	G		P	
Ald, Inc	5 Gibraltar Fabrics, Inc	15	Pantex Manufacturing Corp	69
American Laundry Machinery Co.,		-	Patterson-Kelley Co., Inc	75
The 5, 9	7		Philadelphia Quartz Co	17
Applegate Chemical Co 9			Procter & Gamble	41
Armour & Company 22, 2	з Н		Prosperity Co., Inc., The	31
Atlas Powder Co., Revolite Div 2	Hammond Laundry-Cleaning Machin- ery Co	19	Purkett Manufacturing Co	64
В	Hoffman Machinery Corp., U. S.			
Beach Soap Co	3 Huebsch Mfg. Co., Div. of The Amer-		R	
Behrstock Co., L	ican Laundry Machinery Co	55		
Benwail Manufacturing Co	3 Hungerford & Terry, Inc	76	Robot Laundry Machinery Sales Div.	57
Bishop Company, G. H	9 Huron Milling Co., The	29	or the woir co	3,
	2			
Boston Clip & Tag Co 9	2			
Bryan Steam Corp			5	
.,	•		Smith Inc., X. S	43
c	International Harvester Co	4	Southern Mills, Inc.	
-			Staley Mfg. Co., A. E.	48
Callaway Mills, Inc	7		Starchroom Laundry Journal	73
Campbell Box & Tag Co 9	2 K		Super Laundry Machinery Co	63
Chandler Machine Co 8	8		Super Launary Machinery Co	0.3
Chevrolet Division of General Motors 8	3 Keever Starch Co., The Second Cover,	, 51		
Chicago Dryer Co 8	8 Key-Tag Checking System Co	91		
Cissell Manufacturing Co., Inc.,	Knitted Padding Co	59	. 1	
W. M	Kohnstamm & Co., Inc., H.	56	Taubman & Co., Samuel	90
Classified Department 94-9	7		Telecoin Corporation	80
Cook Machinery Co., Inc Third Cove	or .		Textile Marking Machine Co., Inc	93
Crucible Steel Company of America 2			Thomaston Mills	91
Cummings-Landau Laundry Machin-	·		Timken Roller Bearing Co	45
ery Co., Inc 4	Lane & Bros., Inc., W. T	85	Troy Laundry Machinery Div	10
	Leffel & Co., The James	79		
D	Lever Brothers Co., Industrial Div	47		
Dewey-Shepard Boiler Co	8 Lincoln Bag Co	71	,	
Diamond Alkali Co	6		U	
Dodson & Co., Bruce 6	1		Unipress Co., The	53
Dow Chemical Co., The	7 M		U. S. Hoffman Machinery Corp. Fourth Co	
E	Mathieson Chemical Corp	81	U. S. Rubber Co	82
	Mease, Inc	46	U. S. Spring & Bumper Co	90
Elgin-Refinite, Division of Elgin Sof-				
	8		*	
Ellis Drier Co., The	7			
	N		W	
F	Nashua Textile Co., Inc.	92	Western Laundry Press Co	90
Ford Div., Ford Motor Co	9 National Marking Machine Co., The	84	Whitehouse Nylon Products	65
	Nicholson & Co., W. H.	79	Wyandotte Chemicals Corp	37
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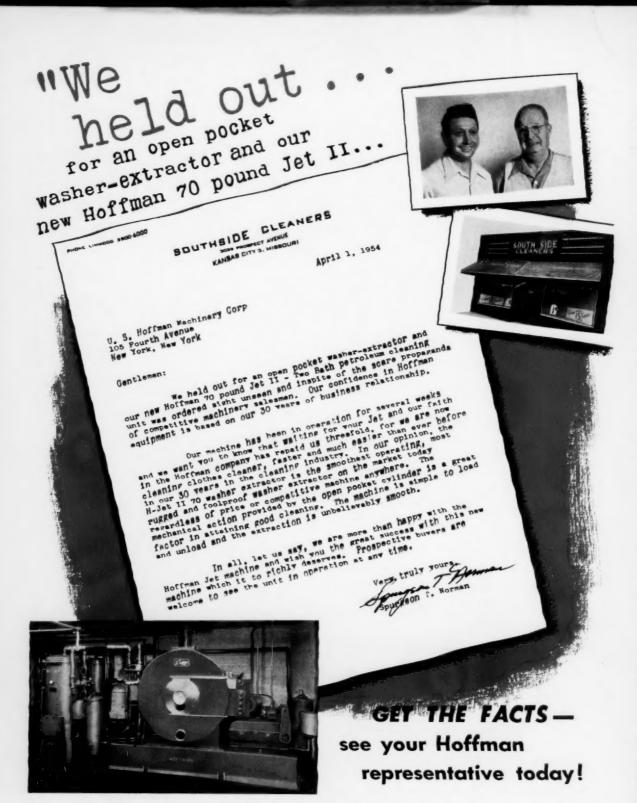
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